

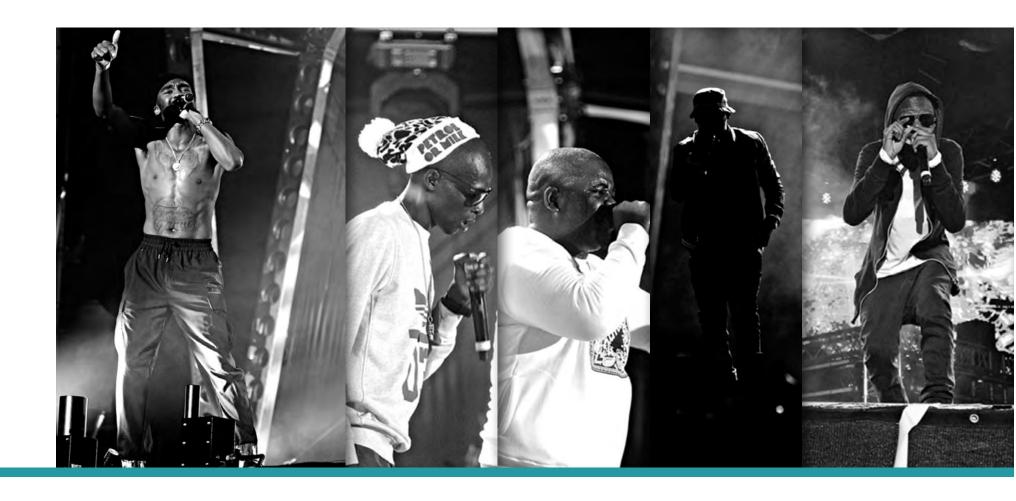


- WHO MADE THE MOST MONEY WHO PLAYED THE MOST SHOWS SONG OF THE YEAR
- MUSIC VIDEO OF THE YEAR BIGGEST HIGHLIGHTS BIGGEST FLOPS WHO GOT NEXT?









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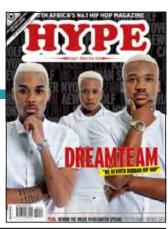
44 The Great South African Hip Hop Rivalry

AKA VS Cassper Nyovest: Who Is The Superior Being?









Send us your thoughts! Praise us, diss us, give us a million bucks (if that's your thing); whatever's on your mind, we wanna hear it. Best letters get published. You can reach us on Twitter and Facebook too. We love hearing from ya'll!

MISGUIDED NOSTALGIA

The October/November issue was mad B.O.R.I.N.G! No one wants to read about no damn educational stuff about 'how to make it'. Just stick to giving us information about stuff like rap beefs and who's making the most money in the game! This Freditor guy is a bust. I miss Simma.

That III N*gga, Boskruin

Dear That Ill N*gga, your very serious request has been noted. I miss Simma too; most times she was the only thing standing between me and carefully crafted, obnoxious and petty responses to selfish readers who don't realise that not everyone has the same access to information that they do. And responses like this: since we are sharing things with each other, I miss those perfectly cut, crust-less toasted sandwiches my mother used to make for me up until Grade 4.

The Freditor

How come you guys don't cover more events like you used to? I love the interviews but I also really enjoyed seeing what went down in the different cities around the country.

Tshepo McPhly

Well, Tshepo, I have to agree with you there. Events are still one of our main focuses, but seeing as we have a magazine that only hits shelves every second month, timing can be tricky. So rather than report about an event that most people have seen and heard of to death by the time the issue is released, we'd rather give it to you in real time or

shortly after. If you're not already doing so, make sure to follow our Instagram (@HypeMag_SA) and Twitter (@HypeMagazineSA) pages where we do live interviews and event updates. Also go to our website, www.hypemagazine.co.za, for gallery images. Blessings! The Freditor

FAUX PAS FASHION

Why do rap n*ggas care about fashion so much these days? I loved rap when it was all about the lyrics, instrumentals, flow, poetry and delivery! I'm not saying we need to go back to when it was acceptable to just throw on some Timbs and a hoody, but I think so many rappers these days have presence or good fashion sense and they use it to distract the average consumer from their subpar music. Am I the only one who sees this? Medical Mike, CPT

LESS BEEF, MUKE CHICKEN

In the beginning the Cassper and AKA beef was entertaining and exciting because we'd never really seen beef get this serious in local hip hop. But personally, I think it's gotten to a point where it's exhausting for the fans and also for the other players in the industry. As long as this thing continues, it keeps the spotlight on these two buffoons and it's all the media wants to report on, while there are other artists doing amazing things who don't get the attention they deserve. Not to mention that because the industry is so small and everyone is connected, it's forcing people to pick sides whether they want to or not, and that's some bullsh*t!

Just this year Bonang, Riky Rick, Zinhle, Euphonic, Major League, Black Coffee and others have been sucked into this whole thing by association to one of the guys involved. It's going to get to where the fans will suffer because collaborations and event line-ups will be dictated by who f*cks with who. We get it: Cassper is humble and loves God, Boity and shouting on tracks, and AKA is a crossdressing, talented lyricist who loves to antagonise Twitter trolls. It's time to bury the hatchet and give the rest of the rap game space to flourish.

Nare Mokgotho, Ermelo











SX THE WALUE



Dial *108#
to change



FREDITORIAL

5:40AM - VIEWS FROM THE RAFTERS



and agreed on this cover within the internal team, one of my main concerns was falling out with AKA's and Cassper's camps – concern that this would be viewed as a desperate attempt to stir up more controversy around this already escalated rivalry in a ploy to sell more magazines. But nothing could be further from the truth.

Both this publication and I as an individual have a long history with AKA. The magazine's history is well documented (Entity articles, Newcomer of the Year at the 2010 HYPE Awards, covers, and the like), but here's a little information on mine. I met Kiernan in 2007 while still in high school when he performed at an event I worked with for a few years. As he grew in his solo artistry, I grew in my involvement in the industry and we would find ourselves working more closely a few years later on a Vuzu dance show titled Masters of Rhythm, on which he was a judge and I was a presenter. When the 50 MCs list popped off in 2012 and I got my a*s handed to me on live radio by a room full of disgruntled OGs, I remember the text he sent me: "Keep your head up. This is what hip hop needs. The magazine needs you." He never forgave me for apologising for that list; I didn't either. What he doesn't know is that I took his advice and did something I feel hip hop needs. He just so happens to be the subject of my initiative.

Nyovest I met in 2011 after a friend from Maftown put me onto his momentous movement in his hometown. We first connected when he sent me a DM asking if he could launch one of his songs on the HYPE site. I watched from afar as his infectious energy swept the industry and he eventually conducted his first-ever magazine cover article. His team is a really cool bunch who personify the word 'family' in 'Family Tree' and it's always been mutual love and respect.

After some reflection I had to think about why I was here, and re-evaluate my responsibilities and loyalties. In case you're not aware, this industry is

very small. A few calls from the right people and you could be blacklisted faster than Tyler the Creator was banned from Australia. So there was some level of risk connected with the execution of this concept. But I had to realise that my biggest responsibility is to

"BECAUSE WHAT IS HIP HOP IF IT ISN'T UNCENSORED FEARLESSNESS, AT ITS BEST?"

the readers – the fans of the culture and people who care enough to lap up every hit, diss record, CD, press statement and even the bullsh*t that these beloved artists spew out to the world. And as the biggest theme in local hip hop in the past year and definitely the biggest rivalry in SA hip hop history, it was more than a controversial cover – it was an obligation. Because what is hip hop if it isn't uncensored fearlessness, at its best? So that in 15 years, when one is looking to make sense of the context of SA hip hop and its history, this will be used as a reference. Blacklisted or not. So without their consent, here we are.

As for the rest of the issue, 2015 has arguably been the most eventful year in music for South Africa, so we have our go at trying to wrap it up as much as possible in an 80-pager. The entire issue is also a visual tribute to our favourite live moments of the year. Then we look to 2016 prospects and welcome what is sure to be an even more exciting year in music. So enjoy the content, debate it if you must, and feel free to hit me up on hype@hypemagazine.co.za if you need to cuss us out, comment on anything, or send praises. We rock with you regardless.

I hope you enjoy this issue. Your servant in culture, The Freditor

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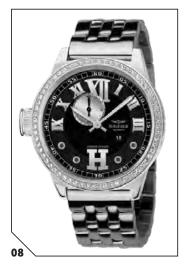
















- 01 Diesel Zip-Round sneakers R3,599
- 02 adidas Originals x Rita Ora Planetary Power Pack cape – R899
- 03 adidas Originals x Rita Ora Planetary Power Pack leggings – R599
- **04** GalXBoy snapback hat R250
- **05** adidas Originals x Rita Ora Cosmic Confessions Pack 'Attitude' sneakers – R1,299
- 06 GalXBoy Racer T black R300
- **07** Converse Chuck Taylor All Star II R799.95
- 08 Haemmer Kate Femenica watch R10,400
- 09 Le Coq Sportif ladies' sneakers R1,299
- 10 Superga Baby Blue Liberty of London R1,200

SUMMER FEVER

It's about that time again when we let you in on the nicest combos for the season. This edition is all about staying unlocked in the summer. As usual, we've got you.

1 available at select Edgars stores (Sandton, Menlyn, Clearwater and Gateway) 2, 3 and 5 available at Sportscene nationwide 4 and 6 available at GalXBoy – 1066 Burnett Street, Hatfield, Pretoria. Online order: orders@galxboystore.com 7 available at Cross Trainer and Sportscene nationwide (subject to availability) 8 available at Haemmer Kate Femenica 9 available at Le Coq Sportif stores nationwide (subject to availability) 10 available at Superga concept stores (subject to availability)

POLICE

Break the chain of routine this season and reawaken your adventurous side with the inspiring new collection from POLICE. With our range of cryptic designs, you'll feel compelled to live your life on the edge and join the underground style revolution. They say the human spirit thrives on creativity and dies in conformity; that's why we believe in breaking the rules and pushing the boundaries to the limit. From the bold to the arcane, these masculine accessories from Police will define who you really are.







- 02 RANGER II R2595
- **03** MAMBA R2995
- 04 SCRAMBLER R2495
- **05 REFLECTOR R999**
- **06 EXCAVATION R599**









For more information about Police watches and jewellery visit www.cjr.co.za, call 011-257-6000 or email info@cjr.co.za. Connect with Police on Facebook.com/PolicewatchesSouthAfrica

TUMI TLADI

//J-Sec "My sound is new age hip hop, with crazy 808s. I've been told my new single 'YouAintShh' made a person stand up to a bully and that's the kind of effect I want my music to have on people. My music is for the people. I am an entertainer, a performer, and I do that for the people."

LETSOPA

//Free State "I strive to get the message across with every song. I include different flavours of wordplay and sounds." @letsopaSA

\$UPERNOVA

//Kinshasa "I can change the surface of South Africa and really complement the youth's work."

@SupernOva_77GM

YOUNG DEEP

//Eastern Cape "My music is like medicine. If you are weak, you become strong, and if you are sick, you also become healed."

@youngdeepmusic



DUELA

//Mozambique

underrated and

@The_Duela

"Music is my everyday

relief. I am the most









@tumitladi

You already know what it is! We give you 10 cats, hungry and fresh out the booth. They tell us why they deserve a chance to be featured as the next best thing in the next issue, and YOU decide who gets it. Hit up www. hypemagazine.co.za to rep your city and cast your vote.





GEE //Vryburg "I mainly make music to inspire kids and to let them know that as you grow up, life will always get tough and never easier, but that's only to prepare you for better things to come." @TheRappingNerdG



J.H.C//Soweto "J.H.C deals with Saudi West kasi trap music." @nicho_highlight



TERROR S2NYA //Free State "Right under your noses the Sotho rap king has been chosen."

@Terror_sethunya

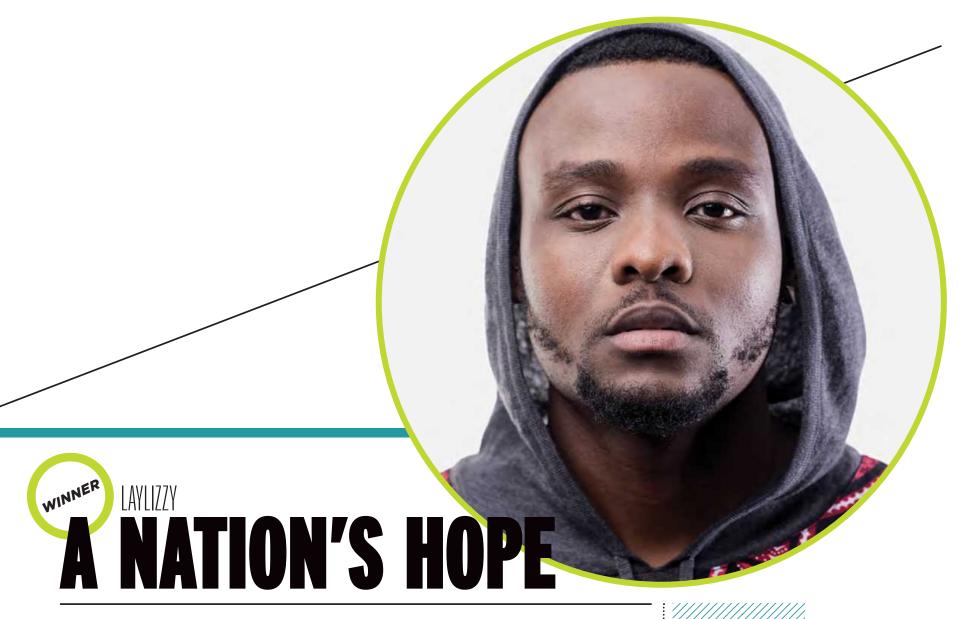


RAYMOND, NO TYPE //Limpopo "Picasso with the pen. I pick it up and spit the caption to my life." @RAYMND_MUSIC

THANDO FOSGATE

//Durban "I have a desire to express stories about exposure to an environment plagued by chaos and violence along with a narrative of the rough nature of life brewed."

@Thando_Fosgate



It's one thing to put pressure on yourself to achieve your dream; it's a completely different ball game to have the responsibility of repping for your country. Such is the position of upcoming Mozambican artist, Lizzy. He put it out there, and the world responded. This is his journey.

HERE ARE YOU FROM?

I am from Maputo, capital city of Mozambique.

How would you describe your music and style? My main focus right now is hip hop, not just as a rap artist, but as a songwriter as well. I have to be versatile, so my music and my sound are kind of all-round. My mission is to inspire, so I describe my music and style as 'inspiration'.

What do you think sets you apart from any other dude coming out right now?

The fact that there is no Mozambican artist in the international spotlight representing the country. It gives me a divine drive because I have a country rooting for me and counting on me to make history for our people. Every time I get in the studio, I am the voice for over 30 million people, so it's either win or lose for us.

What has been the biggest highlight for your music so far?

There have been a few, all of them taking place this year, actually: Signing to pan-African entertainment and record label, Geobek Records; running under Geobek Entertainment; being featured as an Underdog on Slikour on Life; and finally, being featured in **HYPE** magazine, where I used to see and envy other artists being put on this platform. A recent highlight is getting nominated for the Best Hip Hop Song at the Mozambique Music Awards for the first time.

Even though it feels like your hard work is somewhat only starting to be recognised now, you have been hustling for a while. What's kept you going?

My producer, Ellputo, and my fans, who kept me inspired.

What are your musical plans for the year? Any shows, mixtapes, videos, albums?

Definitely more music! Music videos are already in the works, as I'll be shooting the music video for my latest single 'Tha Crew' soon. Performing a lot at the moment, too. A lot of surprises are coming your way. I am sure it's going to be interesting and entertaining for everybody.

Who are your musical influences?

Snoop Dogg, Dr. Dre, Biggie, Jay Z, Drake, Kanye West and Future. I just admire their work and I keep on getting inspired by everything that is great music.

Who's the hottest MC out right now?

I would rather y'all ask me that question a year from now. $\ \ \, \ \ \,$

Keep up with Laylizzy and his music: SoundCloud: laylizzy Facebook: laylizzyofficial Instagram: @laylizzy Twitter: @laylizzy

THE HUSTLE





STILL THE MOST DANGEROUS MIXTAPE ON THE STREETS!!!

Composed by Half Full Universe

ONTHEDISC

Receiving more music than we know what to do with, we wouldn't want these joints to escape your listening pleasure. Selecting some of the top independent emerging artists in the country, this is our pick of the season's greatest listens. Bump it so loud that your neighbours want to know what's good!

To find out more about the artist who created your favourite song from this tape and how you can get hold of more of their music, check out www.hypemagazine. co.za weekly for the Sessions interviews.

If you would like to submit your song to be tracklisted on a **HYPE Sessions** tape, send your submission to info.halfull@ gmail.com along with a high-resolution image, contact details and full track info.





WASTY ('
'Before the Final Freestyle'



DOTCOM 'Emotional'



NADIA NAKAI FEATURING M.I AND VICTORIA KIMANI 'Best'



2LEESTARK



JO-KIM FEATURING NOVA



FRANK CASINO 'Just Before the Riches'



T-AXXE & JIGGER-BOI 'It's Going Down'



NASTY C



OHMZ 'All I Need'



HOBONOID 'Ex Factor'



WITHA 'Bheka Mina'



What They Want'



SMOKEY BRAAIS 'Dude'



NELZ FEATURING LEO AND ISE 'We On'



FOSGATE 'How Many Flows'



NASTY C 'Find My Way'







HHP HOSTING SAMAXXI
VISUALZ: AMSTEL LAGER



TO THE POWER OF S TO THE POWER



WHOSE WORLD IS THIS?

BEST INTERNATIONAL SA HIP HOP MOMENTS OF 2015

Whether it was collaborations, business moves, touring, or awards and nominations, 2015 saw more South African participation in the global music market than ever before. In defining the SA identity, artists cannot get caught up in American definitions of what hip hop is supposed to be; but it is still important that we compete outside of Mzansi's borders, and this year has been a step in the right direction. Here is a brief wrap-up of South African hip hop flying the flag high with amazing international achievements over the past couple of months.

COLLABORATIONS

- Cassper and Talib Kweli collaborated for the title song of Talib's album and its music video, 'F*ck the Money', released in mid-August.
- Anatii and Cassper collaborated with DJ Drama for 'Ghetto' last year. The music video, shot in Alexandra, was released in January.
- Anatii and Cassper collaborated with Casey Veggies for the smash street single, '428 to LA', which was released on Cassper's platinum edition re-release of *Tsholofelo*.
- Cassper featured West Coast rapper, The Game, on 'Cooking In Da Kitchen' from his second album Refiloe.
- Youngsta and European producer, Maloon TheBoom, came together for a track titled 'Music 1st', released on 7 September.
- Tumi Molekane recorded and released a joint album with French hip hop collective, Chinese Man, titled *The Journey*, which debuted internationally in mid-October.
- Petite Noir joined forces with Mos Def, who

- has been cited by everyone and their mothers in South Africa this year, for the remix of 'Till We Ghosts'.
- South Africa was catapulted into the spotlight next to one of hip hop's biggest themes of the year: the *Straight Outta Compton* film and album, when Pietermaritzburg-born songwriter, **Candice Pillay**, was revealed to be a songwriter and vocalist on the album.
- Jeremih enlisted **AKA**, Ice Prince and Wizkid for the 'Don't Tell Em' afro remix.
- UPE started creating the Homecoming (Part 2) mixtape featuring Skyzoo and mixed by DJ ID as well as DJ Zakes.
- Been Trill clothing and Kanye Westassociated Heron Preston collaborated with Anatomy Store for a clothing line, which was revealed on the store's opening night in June.
- NBA Africa hosted the first-ever NBA game featuring legends Dikembe Mutombo and Hakeem Olajuwon, among other All Star NBA players.



2515 **Wrap-up**

INTERVIEWS, TOURS AND APPEARANCES

- Cassper and AKA both toured London and both appeared on *Tim Westwood* and *Factory78*.
- E! Entertainment Special flighted hour-long specials on AKA and Da L.e.s in October.
- Anatii revealed to HYPE in an interview in March that he was in a studio session with DJ Khaled and some members of the G.O.O.D Music team in early 2015. At the time, he could not reveal what was to come of the sessions. Pictures of the electronic Bushman and Kanye's entourage, including creative director Virgil Abloh, Don C and Ibn Jasper, did however surface on the internet.
- In October, **Zuluboy** announced that he would be taking a break from TV to tour Europe and Dubai, and also complete his new material. Well documented on his Instagram page, he headlined multiple shows, primarily in The Netherlands.
- In March, **Jonny Joburg** bumrushed the stage of Diddy's Revolt conference in Miami and busted a spontaneous freestyle in front of a panel that included DJ Khaled, LA Reid and heads of Atlantic and Def Jam Records. He would go on to connect with Too Short, Puff, Schoolboy Q and Timbaland, and become the first SA musician to premiere a video on Revolt.
- **DJ Capital** slummed out in Russia, and in between drinking premium vodka, played an informal tour around the city's capital in clubs and pubs.
- AKA performed in Texas at the 2nd annual African Muzik Awards.

- Die Antwoord continued their incessant world tour throughout Europe and America and were spotted front row at New York Fashion Week with Rihanna and Nicki Minai.
- In October, Durban up-and-comer, Dr. Bone, exhibited his music at the CMJ Music Marathon in New York City and was interviewed at the *Sway in the Morning* radio show on Shade 45.
- Okmalumkoolkat, Riky Rick and Mashayabhuqe KaMamba all had works premiered on Okayafrica, Complex and Pitchfork, throughout the year.
- Gugulethu rapper, Uno July, toured New York and played local shows.
- Stellenbosch rapper and one-third of production trio Immaculate Taste, Sipho the Gift, had his work debuted on XXL, HotNewHipHop, Pitchfork, Complex and We-Are-Awesome.
- Durban producer, **Muzi**, relocated to Germany and took on the European music scene.
- AKA performed at an international media conference held the day before the 2015 BET Awards in LA.
- Daddy premiered work on DJolo.net, among other international platforms.
- Da L.e.s shot a video for 'Dice' in LA.
- Rapper Blayze was commissioned to be part
 of an advert for Jack Daniel's, which was shot
 in Dubai and aired around the world in early
 2015.

AWARDS AND INTERNATIONAL RECOGNITION

- Brian Soko, also responsible for producing Cassper's 'Phumakim' and Chad Da Don's 'EFT', won a Grammy for his production on Beyoncé's 'Drunk in Love'.
- In October, Tumi Molekane battled respected underground rapper and former King of the Dot champion, Bender, at the Scrambles 4 Money battle league, and dominated.
- On the same evening, draft league rapper, **Chro**, battled British underground tussler, Raptor.
- AKA broke into the international market when his team made the announcement in June that he'd officially been playlisted on BBC1 in the UK.
- Dance crew **Freeze Frame** were number one in South Africa and went on to compete at Hip Hop International in San Diego, USA.
- AKA and Cassper Nyovest received nominations at the African Muzik Awards, which were held in Texas, USA.
- AKA received a nomination from UMA UK in October for Best Hip Hop.
- AKA and Cassper Nyovest both received nominations at the 2015 BET Awards.
- AKA received a Best International nomination at the 2015 MTV EMAs, held in Italy.

TOP 15 INTERCONTINENTAL COLLABORATIONS AND AFRICAN MOMENTS

- 01 Khuli Chana and Patoranking 'No Lie'
- 02 African Music Concert 2015
- 03 Nadia Nakai, M.I and Victoria Kimani 'Best'
- 04 K.O and Vanessa Mdee 'Nobody But Me'
- 05 DJ Dimplez featuring Ice Prince, Riky Rick and Emmy G 'Bae Coup'
- 06 DJ Xclusive featuring Cassper Nyovest, Sarkodie, Anatii and Banky W - 'Cash Only'
- 07 AKA featuring Burnaboy, Yanga and Khuli Chana 'Baddest'
- 08 Meek Mill and Davido 'Fans Mi'

- 09 Sarkodie featuring Ace Hood 'New Guy' video
- 10 Ice Prince on The Breakfast Club
- 11 D'banj featuring Cassper Nyovest 'Reminisce'
- 12 Wizkid featuring Drake and Skepta 'Ojuelegba' (Remix)
- 13 Wizkid on stage with Chris Brown at the JHB leg of the *X Tour*
- 14 MTV Base Awards performances featuring 2Face, Yemi Alade, Diamond and Stonebwoy
- 15 Stonebwoy won Best International (Africa) at the 2015 BET Awards ®





BIGGEST CORPORATE DEALS OF 2015

Gone are the days when hip hop culture was viewed as the pariah stepchild of the music and entertainment industry. A recent study published by *The New York Times* as well as supporting 2015 data by Spotify have revealed that hip hop is currently the most listened-to genre in the world.

ARTICULARLY IN SOUTH AFRICA, IT is crystal clear that there is no youth movement more influential than hip hop (unless thirst-trapping counts as a movement); just cite the Record of the Year win for 'Caracara' across all genres at this year's SAMAs, for example. The difference between three years ago and now is that every single big business across the land knows this too, and they are flocking to the hip hop party to gain relevance with the youth market, and in some cases, actually trying to play a part in the development of music and culture in SA. Here are 2015's biggest hip hop and brand partnerships.



CASSPER NYOVEST

PARTNERSHIP: BP

Family Tree managed to secure a deal with oil company British Petroleum to come on board as one of the title sponsors for the #FillUpTheDome concert. An unlikely sponsor in the music space, BP must have had a special interest in Nyovest. A BP marketing manager said at the #FillUpTheDome press conference: "We are trying to move away from people viewing us as a grudge purchase and heading more towards being a lifestyle brand. Cassper represents what we stand for in that he is changing the way people view local music and we want to be a part of that." Anyone with half a brain will tell you that oil money is no joke, and with Cassper declaring that the production was worth an average of R4.2 million, we predict that BP came to the table with an amount able to cop a couple of his Mercedes-Benz C63s.



AEWON WOLF

PARTNERSHIP: CELL C

An explosive year for the Durban artist, in September things got even better when Cell C announced him as the new face of the network provider. Aewon is the first-ever musician to earn this honour and follows in the footsteps of Bokang Montjane (2010 Miss South Africa), Sophie Ndaba and Trevor Noah. How is that for a vote of confidence?



DA L.E.S & DJ DIMPLEZ

PARTNERSHIP: CIROC VODKA

The North God L.e.s and Pop Bottles frontman Dimplez both renewed their partnerships with premium vodka brand Ciroc this year. Along with fashion designer David Tlale and Bonang Matheba, the Blue Dot lifestyle ambassadors enjoy support from the brand for their various business ventures, among other awesome perks. This year, Ciroc introduced four limited edition personalised cocktails, with each blend modelled

after each of the ambassadors. Considering Ciroc is associated globally with names like Diddy, recognition for hard work and influence in the entertainment space doesn't get more super-unlocked than this.



RIKY RICK

PARTNERSHIP: PUMA

This September sportswear brand Puma announced the recruitment of Riky Rick, who joined forces with the rest of the #Represent689 ambassadors, Nonku Phiri, Jack Parow, PushPush and a few others. As part of the partnership, Boss Zonke got to design his own t-shirt in collaboration with Toppe, which was made available for purchase globally. This made Riky the first South African urban artist to have a design collaboration with the brand, and most definitely made him a little wealthier too. A few days after the release of the t-shirt line, News24 reported that Riky Rick had bought a Rolex estimated at R120,000, and Cassper Nyovest confirmed the purchase on an Instagram post while on set for the 'Feseg' video.



MAJOR LEAGUE DJz & CASSPER NYOVEST

PARTNERSHIP: KFC

Last year, Khuli Chana partnered with KFC for a couple of months after being the face of a year-long campaign; this year it's twin DJ group Major League and Cassper Nyovest. In early October KFC premiered their new TV advert starring Nyovest and featuring the DJ duo's smash hit 'Slyza Tsotsi' as both the music and catchphrase for the campaign. Riky Rick and Okmalumkoolkat also feature on the song, so when the publishing pay cheque comes in, the whole squad is getting rich!

OTHER MAJOR 2015 ENDORSEMENTS AND BRAND COLLABORATIONS INCLUDE:

- The Hustle x KFC
- title sponsor
- Khuli Chana x Absolut Vodka
- ambassador/influencer
- Reason x Kia Motors
- ambassador/influencer for Kia Koup
- AKA x Rocka Headphones
- personalised line of headphones
- Cassper Nyovest x AG Mobile
- #FillUpTheDome sponsor and personalised Cassper cellphone
- Blayze x Jack Daniel's
- nationwide advert
- Speedsta and K.O x Jack Daniel's
- ambassadors and judges
- Stilo x Castle Lite
- 'Ziyabanda' (-2.5°C campaign song)
- AKA x Hunter's
- national advert campaign
- DJ Speedsta x Bel Air Champagne
- $-\,ambass ador/influencer$
- Okmalumkoolkat x Red Bull
- Kasi to Kasi campaign
- Nadia Nakai x Brutal Fruit
- ambassador/influencer
- Riky Rick and Sibot x
 Captain Morgan
- Tick Tick Boom Captain O'clock campaign
- Riky Rick x Pringles
- Back to the City Pringles activation ambassador





THE 2015 GOLD RUSH "MEN LIE. NUMBERS DON'T" — JAY Z

In the past year, South Africa has seen an unprecedented rise in hip hop music sales, with five rappers reaching gold certification level. One could attribute this to the standard of the music being better than ever before, but competition, the general influence of the culture, and especially the artists' hustles, cannot be overlooked.

HETHER THE STRATEGY WAS re-releasing the album with additional visuals and bonus tracks in order to push those last few thousand copies to certification level, or securing bulk purchases from retailers before the release date, or just daily on-the-ground, old-skool hustling, the business of moving music has definitely advanced.

Considering that piracy runs the world and SA has never been a high-selling nation compared to the international market, 20,000 units is a strong step in the right direction – not to mention that it raises the bar of what is viewed as success. We salute the following artists who capitalised on the gold rush:



LEVELS: AKA

Album release date: 16 June 2014 Gold certification announcement: 16 June 2015 (one year after release)

Not only is it the status of Levels' gold certification, but the Supermega also has three separate gold certifications from singles 'Run Jozi', 'All Eyes On Me' and 'Congratulate' in 2015. His line from 'Baddest' says it best: "Everybody knows who the baddest in the South is, so I put my gold status where my mouth is." Shine Supermega, shine.

Album release date: 31 July 2014 Gold certification announcement: 6 November

2014 (four months and six days)

Platinum certification: 24 April 2015 (five months, two weeks and four days after gold certification)

Cassper's case is a particular upper, as he would put it, because he technically went platinum twice in less than a year, since a platinum certification is 40,000. Cassper celebrated by releasing a limited platinum edition of the CD, which featured extra songs. Nyovest has been unstoppable in the past year. Numbers don't lie.

SKHANDA REPUBLIC: K.O

Album release date: 7 November 2014 Gold certification announcement: 22 May 2015 (six months, two weeks and one day) This came as no surprise when, for a good couple of weeks last year, Entertainment Monitoring Africa showed that 'Caracara' was the most played song across the continent. K.O is no stranger to multiple gold and platinum plaques, having done it all as a member of Teargas. But proving that he is just as strong an individual force immediately puts him in the greatest of all-time conversation. K.O made the announcement on Tbo Touch's show just a few days after collecting trophies at the SAMAs.



FAMILY VALUES: RIKY RICK

Album release date: 3 April 2015 Gold certification announcement: 10 September 2015 (five months and one week) Riky's journey to the land of gold was visibly arduous: hand-to-hand sales at shows all over the country, slangin' CDs out the boot at events, and the kind of promo runs that would put the Kardashians to shame. In six short months, Riky celebrated the achievement by giving out "really big rings" to his "really big team" at an exclusive thanksgiving dinner for the press. What a time to be alive!



I BELIEVES IN ME: 2ND QUADRANT: IFANI

Album release date: 27 April 2015 Gold certification announcement: 27 April 2015 (same day as release)

With the accusations that iFani's gold certification was not legit because he allegedly struck a deal with cider brand Redd's, which involved them buying a good number of his albums to bump up his sales, the occasion was met with controversy instead of celebration. iFani, his management, and Sony, dismissed the claims, assuring that all dealings were done by the book and that the EC emcee's #1stDayGold campaign was simply a result of hard work and forward-planning. The result? He is the first rapper in history to go gold on the first day of release. Whatever one's personal opinion, the numbers speak for themselves and the boy is paid! Shout-out to iFani for seeing the loopholes and seizing the opportunity. II





A GOLDEN YEAR IN TV AND FILM

In 2015, hip hop culture didn't just dominate the charts, it was also all over cinemas and TV.

 Future Sounds of Mzansi – Spoek Mathambo and Lebogang Rasethaba

- Tell Me Sweet Something cinema release
- AKA: Behind the Story MTV Base
- Ayanda cinema release
- Jozi A-Listers Vuzu Amp
- Turn Up Channel O
- International: Straight Outta Compton, Southpaw, Dope, Power, Empire

HERE IS ALWAYS REASON FOR scepticism at the mention of a TV show based on hip hop culture, because as with any channel platform that wants to stay in business, ratings are the most important thing; that's just how the system works. Although it would be childish to get mad at anyone who's out here to get their money, a problem arises when those who have the platform to tell the story achieve those ratings at the expense of the people who actually live the story away from the lens. It's been done too many times, and could be the reason that your boss, who is a member of the non-hip-hop-consuming community, associates your music and dress sense with the materialistic, champagne-popping, bootyshaking, ratchet-a*s, ignorant depictions of you that he believes he sees on the many low-budget and cheap (in substance) productions that sell themselves as being reflective of hip hop lifestyle. So it's important that we tip our hats when not just the hip hop but generally the youth narratives are treated with the integrity that they deserve: good or bad, pretty or ugly.

THE HUSTLE — VUZU AMP/VUZU

This year, TV channel Vuzu Amp gave the public arguably the most authentically raw and honest street culture television production since SABC 1's Street Journal; actual emceeing, actual music and actual reality. The resident judges, Khuli, AKA and Tumi, as well as various guest judges, represented a range of spheres in the entertainment world that didn't favour the underground or pop-inclined artist, for example, but gave a chance to every rhymer out there trying to make it. The situation: 10 rappers, weekly challenges, grudge rap battles, and eliminations. The stakes: a fat cheque, a record deal, a PR signing, and the opportunity to work with and learn from the best. The winner: BigStar Johnson. But more than one victor emerged, as the contestants left the show as more refined and exposed artists (JR signed Shane Eagle to Feel Good Music), and of course, we were entertained. *The Hustle* is set to return with another season in 2016.







KRONIKLEZ OF HIP HOP — MTV BASE

The viral Phaa Toonz-produced animated parody series, scored by producer, Tweezy, made the jump from being internet famous to being aired on MTV Base this year. Featuring episodes with Riky Rick, Okmalumkoolkat, K.O, AKA, Cassper Nyovest and more, the *Kroniklez of Hip Hop* is entertaining, innovative, and brings much-needed comic relief to an industry of sometimes way too many mean mugs.

AYASHISA AMATEKI — SABC 1

A first of its kind, the 13-part documentary series dedicated to sneaker culture – and nothing but – aired on TV. Presented by sneakerhead, Menzi Mthethwa, the series featured footage and conversations of the bubbling subgenre filmed over three years.

RAP DADS — VUZU AMP

As an interesting take on reality TV, in January this year, Vuzu started documenting the lives of Motif Records rapper, Reason, Cashtime Life CEO, Maezee, and serial hitmaker, L-Tido. But it had very little do with their work as entertainers, and instead put the spotlight on the challenges and joys that encompass the balancing act of being a father while travelling the world entertaining fans. It went a long way in offering alternative depictions of rappers as absentee and deadbeat fathers.

MTV'S HOTTEST MCs

Even though, yes, **HYPE** was the first to shake the country with this subject in the controversial 2012 50 MCs List, MTV Base, formalising and refining the concept, and bringing it to a more immediate platform, has provided a successful production and healthy avenue of conversation, to say the least. In

its second year it was still as entertaining a subject as before, with a solid panel that included The Freditor.

SHIZ NIZ — E.TV

As a consistent platform for upcomers and established musicians alike, the longevity of the show speaks for itself.

E! NEWS SPECIAL

In August, E! Entertainment Television, NBCUniversal International Networks' pop culture giant, announced the launch of its first-ever locally produced series of *E! News Special*. The series documents the rise of global stars and has featured every entertainer under the sun from Taylor Swift to Tom Cruise, Nicki Minaj, Samuel L Jackson and more. This year, AKA and Da L.e.s were among the African personalities who the channel shone its spotlight on. \square







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SA HIP HOP AWARDS

9 DECEMBER 2015 / THE LYRIC @ GOLD REEF CITY / 7 PM - 11PM



THE LYRIC THEATRE / GOLD REEF CITY, JHB / R200

TICKETS FOR SALE AT COMPUTICKET

THIS YEAR WE CELEBRATE THE SOUTH AFRICAN HIP HOP AWARDS UNDER THE THEME "AFRICAN BY NATURE". WE LOOK AT THE INFLUENCE AFRICAN HERITAGE HAS HAD ON OUR LOCAL HIP HOP SCENE.

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the Ticket you can puse



LIT LIKE BIC

TOP TURN-UPS OF THE YEAR

Because old skool hip hop greats from back in the day showed us that being young in spirit is about living in the moment as much as it is about embracing responsibility, the 2015 social scene is more lit than any other era in history. A few trashed house-party venues, hundreds of pick-pocketed wallets and lost car keys, involuntary shoulder rubbing, newly puke-scented All Stars, head-banging performances, and epic experiences later, HYPE gives the baddest commercial turn-ups of 2015.



MAJOR LEAGUE GARDENS

Date: 19 September 2015 **Venue:** Innesfree Park, Sandton **Line-up:** Riky Rick, AKA, Fifi Cooper, L-Tido, Anatii, Kwesta, Stilo Magolide, Da L.e.s, Yanga, Black Motion, Heavy K, Mafikizolo, Capital,

Speedsta, Bucie, Naak Musiq, and more.

Attendance: 16,000

411: With most major events, bulky line-ups are pretty much standard, because let's face it: there are only so many artists who currently have the ability to pull big numbers and appeal to audiences across genres. So what ends up setting certain events apart from the others are marketing, production, and experience. Apart from a few technical glitches that caused the

sound in certain areas of the outdoor venue to go out for 15 minutes or so, the twins delivered on production and exceeded expectations on the other cylinders. Starting at 11am meant that all the fruits of the summer were on display and available for harvest: cooler boxes full of ice-cold drinks, short shorts and crop tops, and the pop stores and food stalls were well in abundance. Packed to capacity with thousands of eager folk, Innesfree looked like what Home Affairs would if it was populated with just young fashion-conscious people and was a lot more of a festive occasion – but not so much that it didn't allow for space to get your nae nae on or do the 'Yaya' dance when Dimplez got on the decks. Even though it was an event representing many different genres, HYPE was particularly delighted that the twins kept the line-up primarily hip hop, using the house



and alternative stuff as palate cleansers. Song after song, set after set, the momentum of the roaring crowd never faltered. We're pretty sure some exam study time was sacrificed by festive students determined not to be struck by FOMO, and you know what? We get it. Salute to the team for an epic turn-up!



Date: 3 October 2015

Venue: Silver Falcon Rugby Club **Line-up:** HHP, Khuli Chana, Anatii, pH, Blaklez, Okmalumkoolkat, Dimplez, Banques, and more.

Attendance: 13,000

411: Starting out as just a 'PTA thing', HCP grew over the years to become an attraction for disciples of the lit life from all corners of the country. When the organisation announced that they would be closing their doors and putting an end to six years of *Project X*-like epicness in October, it united all the turn-up kings and queens together in a way that only the #FeesMustFall campaign could compete with (yes, it was that serious). And when the day arrived there was only one phrase, from a now estranged Drake song, that justified most people's experience: "The nights I can't remember, with people I can't forget." Salute to HomeComing Events; it's the end of an era.







Date: 26 September 2015 **Venue:** uShaka Marine World

Line-up: Dreamteam, K.O, WTF, Duncan, Fifi Cooper, Emtee, DJ Feel, Zakwe, Breeze, DJ Nag, Aewon Wolf, Nasty C, Junior De Rocka, Benny Maverick, Big Nuz, and more.

Attendance: 8,000+

411: Ain't no party like a Durban party, especially during good weather season. If uShaka Marine World wasn't a beautiful oasis on its own,

Dreamteam and Tira teamed up to turn it into any festive hip hop fan's wet dream for one day. This is how spring should be welcomed every single year.

Other insane parties **HYPE** attended this year that made us want to quit our jobs to become full-time hippie partygoers include:

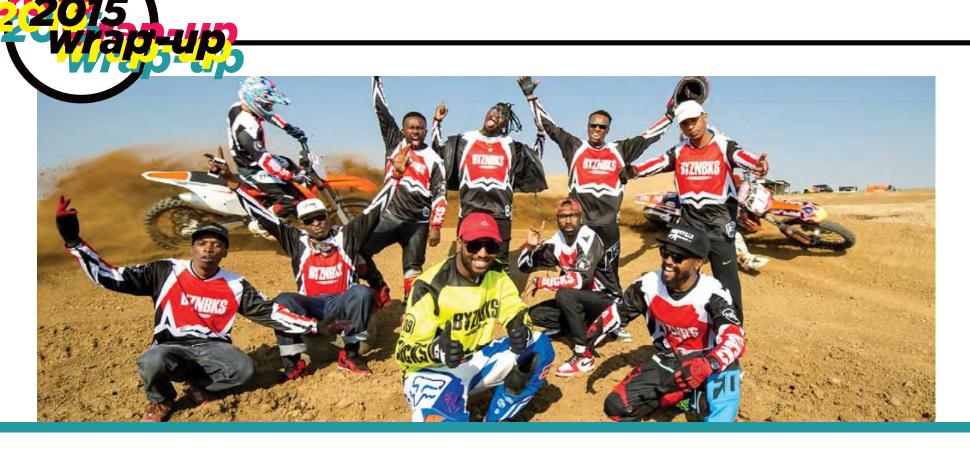
- SHESHA 10-Year Anniversary
- Macufe
- Genesis All Black
- iPotsoyi
- Durban July Boomtown
- F_Ink Party
- Pop Bottles 5th Birthday
- Throwback Chillout
- Phat Thursdays
- Tshwane Summer Fest
- Galaxy Boy
- Stay Fresh Shimmy Beach Club
- Good Sundaes JHB
- Republic of Extra Cold
- Project Maboneng
- Durban Youth Hip Hop Festival
- The Embassy (Nasrec)
- SMB Spring Break
- Live Loud
- DJ Speedsta Presents: Varsity Fest
- Kool Out Presents: Reason's Birthday Celebration
- Hipnotik
- Sprite Uncontainable
- Spring Fiesta
- Sneaker Exchange
- Ms Cosmo's Funhouse
- Axecess Jozi
- African Music Concert III

TOP CLUB VENUES

It's no coincidence that whenever you wake up to tabloids about rappers getting slapped in the wee hours of the morning, someone running up a R100,000 bill from champagne, or some other crazy trending (but entertaining) topic, the setting is always a club. The deadly trifecta of dimes, bottles, and music under those conditions brings out the best of both superhero and villain behaviour associated with hip hop clichés. So when we're not in these streets slumming it out at events, the club can get it occasionally. Here is our pick of favourite club venues based on aesthetic, experience, concept, consistency and events.

- 1 Taboo Sandton (JHB) Step Up Saturdays
- 2 47th Avenue (Durban) Fridays, Saturdays, Sundays
- 3 KONG (Rosebank, JHB) King Kong Fridays/Sundays
- 4 The Sands (Sandton, JHB) Saturdays
- 5 Jade Sundays (CPT)
- 6 Cantare (Fourways, DBN) Phat Thursdays
- 7 Cappello (Bloemfontein)





CAVA THE COMBO

Thousands of turn-ups, music festivals and club stints later, here are the most popular local independent streetwear brands that were impossible to avoid in 2015, voted by you on www.hypemagazine.co.za.



HEAD HONCHO

Placement: Select Sportscene and SHESHA stores nationwide/mail order
With a championship year that included both winter and summer collaboration ranges with AKA and Cashtime Life, both of which catapulted the already accomplished label to cult-like popularity, it's no surprise that the Honchos were the people's choice all year round. Their continuous ability to reinvent, their business savvy to align with synergistic influential collaborators, and their relentless marketing and street campaigns, made them untouchable this year.



GALXBOY

Placement: GXB store, Pretoria/mail order GXB is what happens when you have the hustler's work ethic of Rick Ross, the discipline and attention to detail of Alexander Wang, and the lack of regard for creative limitations of Yeezy. Reversible bomber jackets, swaggy balaclavas, summer shorts, baseball hats and more iconic 8-bit t-shirt designs were the order of 2015. The brand also launched a toddler's line, GalXBoy Kids, which went a long way in getting into favour with a surge of hip hop dads and moms who want to keep their little ones stylish. "Listen

to the kids, bro," said Kanye. GalXboy are staying ahead of the pack by doing just that.



BOYZNBUCKS MOTOR RACING

Placement: Pop-up stores/mail order The creative collective crew's signature racing jerseys set the streets on fire, just like everything else they create. Launched in August, the garments are original, stylish and bold ... Boyznbucks personified!



BUTAN WEAR

Placement: Various stores in Namibia, Polokwane, East London, Botswana, CT, JHB, PTA
The true street disciple's brand, Butan, may not be on the lips of every hipster in Braam, but the crewnecks with township nostalgic imagery and tribal sweatpants are keeping them well burrowed in the hearts of backpackers, b-boys and skaters. Their extensive distribution channels are also a huge plus.

- 05
 - **THESIS Lifestyle**
 - Kagiso, Soweto/mail order
- 06
 - Strussbob
 - SA/mail order
- 07
 - Durban/weekend pop-ups/mail order
- **68**
 - TRNSD mail order
- **09)** DOP
 - Dope store, JHB
- 10 Abstract
 - Durban/mail order 🗉

VIDEO OF THE YEAR

The best music videos are not only about how dope the visuals are, but about how well suited they are to the music. Based on interpretation and creativity, technical properties (editing, lighting, photography, graphics), concept and development, and suitability of song, these are the best videos of 2015 ranked by the HYPE staff panel.





'FUSEG' — RIKY RICK

Director: Kyle Lewis **Production:** Makhado Makhado Agency **Location:** Cape Town (studio)

Always pushing the boundaries creatively, Riky Rick impressed with another superior visual display in the form of the 2015 street anthem 'Fuseg'. A bit of an unsettling motion picture (a smoked-out old school Merc as a backdrop, sharp alternating cuts between a possessed halfnaked woman, haunting cat eyes, lips with eyes, a roaring lion and intense b-boy movement, for example), the song is elevated beyond its content because of its edgy visual interpretation. A substantial amount of praise must go to the director, who is known for directing work with striking visuals, ranging across various genres and styles. With an affinity for horror films and bold aesthetic (also seen in 'Sleepwalker' -Parlotones featuring Khuli Chana, 'In Defense of My Art' - Tumi Molekane, and '9 Shots' - Khuli Chana), Lewis took what could easily have been a studio shoot filled with rap clichés, and overcame possible limitations by being both simple and resourceful.

02 '9 Shots

'9 Shots' – Khuli Chana



'DLALA KA YONA' — L-TIDO

Not all videos need to be profound and heavily complex for them to be good. Often a simple treatment executed the right way can perfectly express the sentiments of a song. It's a pity that the televised version of the video is one long censored blur. Tido's insistence to keep the visuals, knowing that there would be broadcasting limitations, was definitely the right call. Fun and conceptually apt for the song, 'Dlala Ka Yona' is justified hype.

(04)

'The Saga' - Anatii



'Boss Zonke' - Riky Rick



'VISA' — TUMI MOLEKANE

Based on concept alone, Tumi's video is second to none in 2015. Taking the form of a reality reel or documentary style with long extended shots and intentional shaky camera work, the challenge of pulling off the narrative so convincingly in both private and public locations is impressive enough. It always pays to be different.



'Shandaraba' - Mashayabhuqe KaMamba



'KingPin' – MaE



'Paid' - Da L.e.s



'NKM' — REVIVOLUTION

Possibly one of the most underrated videos of the year, Revivo took home video footage and used creativity in post edit to make it look like gold.





PRODUCER OF THE YEAR

The best and biggest songs are usually collaborative efforts. But in most cases, the vocalists take the lead of the producers or composers. We've seen many a talented artist fall short of reaching their potential owing to the inability to find the right production. So we must salute the undercover superheroes who keep bringing the heat. We present to you the top producers of 2015.



TWEEZY — THE MIDAS TOUCH

Tracks: 'Baddest' (AKA featuring Burna Boy, Yanga and Khuli Chana), 'What You Like' (DJ Capital featuring Kwesta and Kyle Deutsch), 'iLife' (DJ Sliqe featuring Okmalumkoolkat, JR and WTF), 'What's Your Name' (Dreamteam featuring Donald and Naak Musiq), 'Talk That Sh*t' (Dreamteam featuring AKA and Ice Prince), Dreams Never Die interludes, 'Soena Papa' (JR), 'Dlala Ka Yona' (L-Tido), 'Bheka Mina' (The Fraternity), 'Hosh' (E-Jay), 'The Realest' (Reason), 'Celebration' (DJ Speedsta featuring Kid X and Bucie), 'Get Lit' (B3nchmara).

Album/mixtape/EP: God Level EP

Between 2014 and 2015, Tweezy has produced so many hits it's almost unbelievable. Countless number one records, highest played songs on radio at different times in the year, three certified gold single certifications, one gold album, a room full of international and local awards and nominations, and his own EP. In addition to having the answers for curing cancer, Tweezy doubled up his business by venturing into voiceovers and taking on the role of sound director at Phaa Toonz Studio, which is responsible for the hilarious and popular cult animated series, Kroniklez of Hip Hop, among other successful productions. It seems he can do no wrong; everything he touches turns to gold - literally. Going forward when you hear that "ayoburr" ad-lib at the beginning or end of a song while you're listening to the radio, getting down in the club or air-drying after a shower, recognise that you are listening to the **HYPE** Magazine producer of the year 2015.



Tracks: 'Fuseg' (Riky Rick featuring Cassper Nyovest), 'Ghetto' (Cassper Nyovest featuring DJ Drama), '428 to LA' (Cassper Nyovest featuring Casey Veggies), 'Doc Shebeleza'

Remix (Cassper featuring Talib Kweli), 'Feeling On Me', 'The Saga' (featuring AKA), 'For the Girls' (Danny K), 'Single for the Night' (Cassper featuring Wizkid), 'Cash Only' (DJ Xclusive featuring Banky W, Cassper Nyovest and Sarkodie), 'Special Somebody' (DJ Speedsta featuring Cassper Nyovest and Riky Rick), 'Yaya' (Dreamteam), 'Sorry Mom I'm Moving Out' (Chad Da Don).

Equally as talented (if not more), more experienced, and with international credits to his name, Anatii is a close second to Tweezy in the hit factory department. With a ground-shattering year that included a platinum plaque for his extensive writing, producing, and vocal work on Tsholofelo, over 10 chart toppers, and impressive playlisting on radio and TV stations across the continent and the oceans (Botswana, Nigeria, France, UK, Ghana, Namibia, Fiji, Swaziland, Zimbabwe, and so forth), the work ethic of the self-proclaimed "sexy chubby n*gga" is unquestionable. He is also a triple threat because in addition to premium production, he writes music, and his knack for catchy melodies gets him featured on a good portion of the songs he produces.

pН

Mr. Instro

Sketchy Bongo

Lunatik

Riky Rick

Gemini Major

Ganja Beatz

Trey (Dreamteam)









BEST MIXTAPES OF 2015

Released between 1 January 2015 and 20 October 2015, these are the highest rated mixtapes of the year, ranked by the HYPE staff panel. If you don't know, get acquainted.



PRICE CITY MIXTAPE

- NASTY C

Often when we tend to get excited about a talented newcomer, when the novelty wears off, their project doesn't have a place in conversation against the works of the greats; the ones who have the benefit of experience in addition to their talent and/or skill. This is not the case in 2015.

As a holistic work, Nasty C's *Price City Mixtape*, challenges the best of them. The impressive arsenal of instrumentation (partly produced by C himself), tracklisting, versatility, miscellaneous flows, introspective content, delivery, varied subject matter way beyond the spectrum of an 18-year-old mind, and bars in abundance, all come together to create what is quite frankly still an extremely underrated local modern-day classic. In 2015, Nasty C takes poll position.



MO' BETTER BLUES

- GINGERBREADMAN

When Trilli opens his mouth in studio, even on his worst day, you can always bank on one

thing: bars. And not like Kit Kat or Sunlight bars, we're talking 24/7 heavy maximum security, Guantanamo Bay bars. But Trilli took it even further than strong lyricism with his 2015 project.

Mo⁵ Better Blues achieves the rawness and vigour of a live battle coupled with the volume and depth of a cello quartet. The musical risks, unconventional for Ginger, heard on songs like 'One More Time', are the missing piece to what was great rap music and is now just good music. And to drive it home, the elements are arranged using a conceptual binder. Trilli takes a page out of the 1990 Spike Lee film of the same name, using skits from the movie in between songs, to direct the tape's narrative into a cohesive piece. Mo' Better Blues is almost infallible.



100K MACASSETTE

- OKMALUMKOOLKAT

On the opposite side of the normal spectrum, 100k MaCassette is the mascot for innovation and out-of-the-box thinking, like Outkast's Southernplayalisticadillacmuzik both disturbed and challenged the listener's definition of what is believed to be hip hop and what isn't. Don't get caught up in trying to identify the obviously heavy kwaito influences and dance-inspired baselines. At its most stripped-down form, Okmalumkoolkat delivered a solid project with hidden (to the judging ear) lyrical gems. \blacksquare

CHECK OUT THE OTHER MEMBERS OF OUR 2015 HIGHLY RECOMMENDED MIXTAPES LIST:

- Pretty So Slim Inferno Williams
- Zulu Bass King Breeze
- Progression Maglera Doe Boy
- *G.R.I.N.D* Jo-Kim
- QalongReloaded Letsopa
- The Pocket Change EP Fonzo
- Best Kept Secret Uno July
- Fan's Request Marvelous The 925
- Mnandi Mixtape Bhutimnandi
- Mixtape Mixtape Daddy
- Coming of Age Sipho the Gift
- *R.A.I.D* NPK
- Blue September Tape D-Man
- XHONGSTAR PV
- Pyrokinesis FlameboyPyro
- The Come Up Mixtape Thabo Fassie
- Properties of a Proper Profound MC Panza
- Made of Taste Mixtape Tumi Molekane

STREET ANTHEM OF THE YEAR

There are colossal, certified bangers, with the best producers money and great relationships can buy, which instantly receive national radio play and go on to be nominated next to the best in the world. And then there are street anthems.

HESE ARE THE SONGS THAT: (1) DON'T necessarily get national radio play instantly, but manage to creep their way into the charts through the strength of popular demand, and sheer grind and hustle; (2) the people turn into hits, as opposed to the media machine, and they live only on live platforms; (3) are too harsh for radio and television, but classics in the streets; and (4) were released too late into the year to properly have a chance to build momentum.

Because it's unfair to compare this category of tracks with those that have marketing budgets, get instantly picked up, and have had a much longer run, **HYPE** presents the biggest street anthems of 2015, voted by you on www.hypemagazine.co.za.



'NOMUSA'

- WTF

There is no better example of a street anthem than this one. Before 'Nomusa', WTF were mostly unknown to the public and not on the industry radar at all. Gaining momentum in the local Durban scene first, then going viral through channels like Twitter and Facebook, one massive song later, the gqom trap trio is one of the city's most booked and sought-after acts. Dismissing the claims of being a one-hit wonder, the group has gone on to release the follow-up songs 'Wang'nika' and 'MCE', as well as collaborate with AKA, Dotcom, Okmalumkoolkat, Aewon Wolf, JR and more. That's what you call a put-on.

- 02
- 'Umswenkofontein'
- Okmalumkoolkat, Stilo Magolide and uSanele
- 03
- 'Juice Back'
- Nasty C
- (04)
 - 'Roll Up' - Emtee
 - _____
- 05
- '100k MaCassette'
- Okmalumkoolkat
- (06)
 - 'Ice-Cream (remix)'
 - Gigi LaMayne featuring Khuli Chana
- 07
 - 'K1God
 - Kwesta

- 'The Realest'
 - Tweezy featuring Reason
- (Reverse
 - Zakwe featuring Duncan
- 'Freedom or Fame (remix)'
 Blaklez featuring Pro and Reason
- (n) 'FUSEG'
 - Riki Rick featuring Cassper Nyovest and Anatii
- (12) 'Night N Day'
 - Smashis featuring Kid X and Kwesta
- 'O-machansana'
 F-Eezy featuring Smashis
- (14) 'Mr Party'
 - Stilo Magolide

- 'Cocaine Ghost'
 Priddy Ugly
- 'Amanga' - Breeze
- 'Bheka Mina (remix)'

 The Fraternity featuring DJ Speedsta,
 Stilo Magolide, Blaklez and Smashis
- 'Don't Panic'

 DJ Speedsta featuring Moozlie
- 'Way It Go'

 DJ Switch featuring Tumi, Youngsta and
 Nasty C
- 'NKM' - Revivolution &





BATTLE OF THE GIANTS

2015 SINGLE OF THE YEAR

Definitely the highest contended category of the year due to the number of heaters that have come out of South Africa in 2015, this one is for the big boys who have done it at the highest level imaginable, in terms of hip hop joints. Some are newcomers to the game, some are vets; but when the streets love it and the clubs bump it and the radio eats it up, it doesn't matter what the artist's status is. All that matters is that it's a certified hit by all measures!

'DLALA KA YONA'

- L-TIDO

'Dlala Ka Yona' is the strongest comeback of any rapper this year. With a monstrous beat by Tweezy, slick lyrics, universal subject matter, and a video that complements it perfectly, it has been the theme song of every man on the planet at some point this year ... a certified banger that was number one on iTunes in its second week of release.

'A WEEK AGO'

– TRIBAL AND AEWON WOLF

It's difficult to beat an infectious melody. Alternative enough that it was playlisted on stations that are not accommodating to hip hop, and lyrical enough to be accepted by the rap fraternity, the dual appeal of 'A Week Ago' allowed it to reach national crevices that no other hip hop song could in 2015.

'THE SAGA'

– ANATII FEATURING AKA

Produced by Anatii himself, 'The Saga' is his biggest song (of his own) to date, reaching the number one spot on iTunes, and was in the top three played songs in SA, according to the EMA (Entertainment Monitoring Africa) chart. The catchiness of the song had everyone from Swaziland to Botswana and every suburb in JHB chanting the lyrics word for word.

'COMPOSURE'

- AKA

Originally pegged as a diss track and made available for free download, it's possible that even AKA didn't anticipate the majesty of 'Composure'. The song was immediately picked up by national radio and playlisted in DJ sets around the country, without promotion. For a good solid month after its release, you couldn't go anywhere without hearing it.



'428 TO LA'

- CASSPER NYOVEST

Arguably Nyovest's best single yet, the international collaboration elevated what would've still been a banger, thanks to Anatii's magic keys. This intensity of song needs a 'Don't try this at home' message attached to it.

'illFF'

- DJ SLIQE FEATURING OKMALUMKOOLKAT, WTF & JR

Definitely one of the wild cards of 2015, the combination of artists coupled with a distinct Tweezy sonic injection completely shakes your eardrum on first listen. As a youth anthem and an EMA chart topper, there were a lot of wild memories made to 'iLife'.

'BAE COUP'

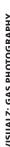
- DJ DIMPLEZ

Seeing that Dimplez has been a consistent feature on the charts for the past three years, this should not come as too much of a surprise. Grimy, catchy and bars-heavy all at the same time, 'Bae Coup' ran the game like absentee fathers run from responsibility.

'ROLL UP'

- EMTE

Emtee nailed another whole-in-one on his first-ever commercial release. Not only did the streets rock with it, radio was strong-armed into playlisting it purely due to popular demand.





The credits of the song read like an all-star team: Reason, Riky Rick, Nadia Nakai, Kwesta, L-Tido and the late Flabba (RIP). Following the original, 'Do Like I Do' owned the first quarter of the year.

'JUCE'

- NASTY C

Street anthem turned national anthem, no one could have seen this coming. 'Juice' was both a contender for song of the year and newcomer of the year, thanks to producer, Gemini Major.

Radix joined the list of DJs who set speakers alight with this R&B-inspired single. In its own league, 'PBR' could not have been better constructed or performed.

'ONE TIME'

- K.O FEATURING MAGGZ AND MAEEZY

A fan favourite since *Skhanda Republic* dropped in 2014, fans basically forced 'One Time' into a single. And it was a good thing the Cashtime CEO didn't ignore the fans' plea, because it gave K.O his fifth single off

the album to reach the number one spot on a chart.

'DENY'

- JR FEATURING ANATII





BEATLAB

2015 ALBUM OF THE YEAR

There was no shortage of music in 2015. While some chose to package their music in unofficial formats or to just drop singles, there were a brave few who didn't shy away from the arduous task of releasing official albums. When one considers that beyond recording the music, the artist must promote, market, distribute, publish, perform and shoot visuals for the album, every rapper who has dropped one this year deserves a salute.



THE RETURN OF THE KING

- TUMI MOLEKANE

In case you missed it, **HYPE** presents all of 2015's commercially released local hip hop albums (at the time of print).

This year there were albums that were bigger, sold more units, produced anthems and radio singles, received more media attention, featured more likeable and mainstream artists, and reached more ears. But judging a musical piece using that criteria would be like judging a car's performance based on how shiny its rims are or how many apples you can balance on its roof. With music, one needs to go back to the music and the music alone.

The World Wide Web defines an album as the following: "a collection of recordings issued as a single item on CD, record, or another medium." The emphasis being on "single item". As the music industry has become more single-oriented over the past few years due to maximum accessibility and abundance of music, the album has become less important than the song – but this is a flawed criterion to judge artists on because it doesn't consider things like depth, range, ability to develop story and concept, and so forth. These qualities are important, especially in hip hop, because of the prominent vocal and lyrical aspects of the genre.

There have been more CDs that happened to have a combination of songs on them in the past couple of years than there have been cohesive musical offerings. And what is meant with that is songs that exist in a specific collection, in a specific order because of an underlying concept, feeling, idea or energy that helps to direct the narrative of the work. It doesn't need to be something deep or heavily profound (Rae Sremmurd was able to achieve this on *SremmLife* while creating party music, for instance), but it needs to exist, as it is the immaterial quality that connects the listener to the artist's message where lyrics, instrumentals or flow, in isolation, may fail to do so. This is what separates the

one-hit wonder or calculating opportunist from the musician. And this is, among other things, what *The Return of the King* was able to achieve in 2015 better than any other local (and arguably international) album released.

Unlike many of his peers who stubbornly cling to styles of the early '90s and 2000s when they came up, it is clear that even as a vet in the game, Tumi constantly seeks to improve his perspective on modern sounds and styles. This is seen in his inclusion of young guns like AKA and Reason on the album, from whom he definitely draws motivation. The inclusion of beats like 'I'm Killing' and 'In Defence of My Art', which are also closer in tune (tempo) to material that is more commercially prevalent today, is a testament to that too. But the Tumi who battled One L and the Tumi who made Whole Worlds are as present as they have ever been in every historical reference he utters, in every cocky pat on the back he gives himself in the form of a cleverly packaged double entendre, and in every bone-chilling "f*ck you" to the system. Musical, lyrical, substantial and technically sound, The Return of the King is platinum among gold. I

HERE ARE MORE SA ALBUMS RELEASED IN 2015:

- 3rd Quarter Pace Kid X
- The Read Tape ProVerb
- Motswako High School HHP
- DAKAR II Kwesta
- Dreams Never Die Dreamteam
- Impande Zakwe
- Refiloe Cassper Nyovest
- Levels Unlocked AKA
- Tsholofelo (Platinum Edition) Cassper Nyovest
- Family Values Riky Rick
- I Believes In Me (Second Quadrant) iFani
- North God Da L.e.s
- Darkest Winter Aewon Wolf
- A Broken Man 's Dream Blaklez
- From Giyani With Love pH



DJS OF THE YEAR OH GAHD IT'S MAJOR LEAGUE!

ongratulations to the 2015 DJs of the Year, twin duo Major League DJz. Playing about 200 hip hop sets and gigs in venues across the country and beyond borders in 2015, pushing the art of DJing forward through experimentation (interactive sets with drums, special lighting, and the like), and releasing their own music and helping to pioneer the new age kwaito movement, the duo have been an instrumental part of shifting the culture.

Major League secured multiple endorsement deals and partnerships due to their influential wave. In 2015 they also officially established their company Major League Holdings, which serves as an umbrella structure for their various ventures, including selling their branded merchandise, event solutions hiring (sound and other technical requirements), their publishing, and of course the notorious Major League Gardens events that take place around the country. \blacksquare









INCE THE
BEGINNING OF
TIME, the rule
of two has never
been disputable:
Nike and adidas.
Federer and
Nadal. Jay Z and
Nas. Foreman and
Ali. Goku and Vegeta.
The distinction between

the pair of rivals and every other brilliant human is never determined by skill, timing or opportunity. It's never determined by talent. It's determined by an intangible quality that shows itself the best in the most trying of circumstances: sheer will. This is the difference between being a moment in history and being the history. It's this relentless drive that makes them a different breed of man.

Statistically it is very unlikely that two prodigies on the same path will start out even knowing of each other's existence. So they rule over their respective domains until they hit the ceiling. And when the inner beast becomes starved, it forces them to leave the confines of their environment and seek greater challenges. When they first meet, they are usually not aware of each other. But from the moment they realise for the first time (through a series of battles that were less easily won than against previous opponents) that winning is not a birthright, they both know it is the beginning of a war where only one man can remain standing in the end. In 2015, the South African music audience finds itself front and centre of a viewing of the most epic hip hop rivalry in arguably the most successful year in local music history.

Let's keep it one hundred. Everything there is to be said about this supposed beef has already been said. This could have been an interview with both or either of these guys, in which an atmosphere where they are encouraged to say unsavoury things about each other is laid out, while we ride the media wave at these guys' expense. It's very doable too; this year, in these hip hop streets, the mention of the names AKA and Cassper Nyovest in the same sentence has been a bigger attraction than the Rugby World Cup and the #FeesMustFall student protests combined. But how many times can one be entertained by the same thing? The questions have been asked; you've heard

be entertained by the same thing? The destions have been asked; you've heard the interviews: "Yes, it's real." "No, I didn't do it." "Why can't he leave me alone?" "I don't have a problem with the dude." "There's only one Supermega." "I still love you though." The songs have been sung, the shots have been fired, the slaps have been swung, and the tweets have been sent.

This is not that. The glamorisation of the non-musical aspect of this contention is over with.

A less prevalent and less popular perspective on this saga is how interesting it is that throughout the two and a half years it's been going on, the media and public have been stuck on this preoccupation with drawing comparisons between the two stars when, in reality, they have more in common with each other than they have differences. The ways that this is glaringly obvious force one to believe that it has never been about what is right and what is wrong, or who is the better rapper or superior artist; the primary thing has always solely been about what is entertaining

- true or not. Meaning, the public and the media were just as instrumental, if not the most instrumental, in catalysing all the shenanigans, and like the public-conscious personalities that many musicians are, both Cassper and AKA were simply guarding their reputations instead of dealing with their matters at hand. It's kind of like when you were much younger, and you were denied an ice cream by one of your parents, you went to your other parent or your grandparent and they gave in. Then you ate your ice cream in pure gratification while each of their concerns about how their child views their authority clouded them from realising their common interest: you. Yeah, you and I are that kid in this analogy and Cassper Nyovest and AKA are the parents. Weird thought at first, but ride with it for a while.

When Cassper raised the stage in what was an impressive visual spectacle at #FillUpTheDome,

looked down on the thousands of people and repeatedly declared, "I'm about to be the best in the world," it wasn't just a magnificent moment because of great production. It was also a moment of self-realisation for the Maftown prince, because it was symbolic in action of how he'd always viewed himself in theory: sovereign, powerful and commanding. All of these are traits that are consistent with ambition. especially in hip hop where masculinity and bravado have been a big part of the definition of what a rapper is supposed to represent. While AKA has played the unapologetic villain role consistently since the beginning of his career, Nyovest's behaviour contains extremes of both humility and dominance - in his music and his actions. This is not to say he is fake or even insincere; if anything, it demonstrates the opposite. Even the noblest man walks that line between ratchetness and righteousness; the way he is viewed by everyone depends on whether he chooses to share that battle with the public or just represent one of those sides. In Cassper's case, the courage to embody the hypocrisy

"THE GLAMORISATION OF THE NON-MUSICAL ASPECT OF THIS CONTENTION IS OVER WITH"

that every single human being represents by rapping a line about gaudy jewellery and following it up with vulnerabilities like family issues, is perhaps what unsettles some. AKA famously highlights Cassper's knack for this in 'Composure': "I know you play like you're humble, but we're just one and the same." Cassper himself has pointed out his diverging mannerisms on a couple of occasions including '428 to LA' where he raps: "I f*ck 'em and I never say hi though/ I tell them it's because I'm shy though, but everybody knows that's a lie though!" These recorded and spontaneous moments help to reveal the main similarity between Cassper and AKA: the desire of a prodigy often never stops at just being great, even by his own initial standards of success; he must be the best and the only.

It's not a coincidence that they have both famously mentioned that they



"AKA HAS PLAYED THE UNAPOLOGETIC VILLAIN ROLE CONSISTENTLY SINCE THE BEGINNING OF HIS CAREER, NYOVEST'S BEHAVIOUR CONTAINS EXTREMES OF BOTH HUMILITY AND DOMINANCE"

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draw from Kanye West as their main artistic influence. If 'Ye represents anything, it's the belief of self, even to his own detriment at times. His disregard for structures of authority, rules, limitations and convention has been the theme of his career since he broke his jaw and overcame the odds by writing a song about it, which catapulted him to mainstream success. Similarly, AKA has never been afraid to tackle issues head first. Whether it was rap beef (L-Tido, Blaklez, Anatii, and so forth), or the asinine action of dismissing corporations like SAB and Big Concerts (conventionally a huge part of an artist's income), AKA said what he wanted to, when he wanted to say it. And like Yeezy and a few others in hip hop (Hova, Yeezus, the 6 God, Trap Lord), AKA seeks to assert his presence with titles and actions that suggest the idea of one powerful, sovereign being: 'Supermega," "third-world boss," "the baddest in the South." They are meant to automatically make you uncomfortable and make you question your position in the hierarchy as a competitor in the field. This dynamic, coupled with Cassper's affinity to garner support as the victim while AKA thrives on being the bad guy, has created a fatal attraction where Kiernan gets off by getting his fix of villainy, while Cassper is passive and gets his by showing up AKA as a man of poor character. Different strategies and personalities; same goals. Both AKA and Cassper also have a common theme in their recent career history: African excellence. Coming off two decades when the mass population of rap listeners around the world only had New York and LA relevant things as a reference for rap content,

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in South Africa, both have been

"EVEN THE NOBLEST MAN WALKS THAT LINE BETWEEN RATCHETNESS AND RIGHTEOUSNESS"

instrumental in instilling pride and the cool back into being Africans, as well as taking it abroad and emphasising it to the world. AKA is a South African mascot who all should be proud of. After handling global rap rites of passage like Tim Westwood, a BET performance and countless nods and accolades with finesse and confidence in Africa and overseas, he is the new definition of South African cool. Nyovest's energy and momentous moves making the likes of Casey Veggies, The Game, Wiz Khalifa and legends like Talib Kweli and DJ Drama recognise his greatness is no small feat, considering there are rappers and artists in the same cities as some of these American rappers who can't even get them to respond to a tweet. Much of this has been done while not compromising vernac and Cassper's general Maftown idiosyncrasies like slang and style. Like the bone-chilling track 'American' on Refiloe advocated: no fake American accent, no Crip or Blood gang signs and no exaggerated references about 40/40 Clubs that don't exist where we live. AKA's belief against being treated as second-rate artists in SA resulted in protests against opening for Justin Bieber, Schoolboy Q and Kendrick Lamar, among other international superstars, essentially sacrificing handsome cheques in order for corporate SA to change its views. Cassper responded to the perceived disrespect of African talent by first going off on Woolworths for booking Pharrell for their green campaign this year, and of course later putting his money where his mouth is by packing up the Ticketpro Dome with 20,000 people without the presence of an international musician. Different strategies and approaches; same cause.

AKA(in)2015

Total shows from 1 January to 31 October: 96

MUSIC RELEASED THIS YEAR:

'Baddest' featuring Burna Boy, Yanga and Khuli Chana 'Sim Dope' 'Talk That Sh*t' (Dreamteam) 'The Saga' (Anatii)

'Belinda' (remix) (DJ Maphorisa) 'NO!' - Loeries theme song (DJ

O'Clock) 'Mount Everest' (Tresor) 'Composure'

INTERNATIONAL COLLABORATIONS:

'Baddest' featuring Burna Boy, Yanga and Khuli Chana 'Don't Tell 'Em' (Wizkid) 'Same Sh*t' Wande Coal featuring

INTERNATIONAL SHOWS:

March – Zimbabwe

April – Botswana May - Tanzania

May – Zambia

June - Birmingham

June – USA

June - Germany

August – Mozambique

October – Zambia

October - Nigeria

October – USA

NOMINATIONS AND AWARDS:

BET Awards

Best International Act (Africa), nominated

Metro FM Music Awards

Best Collaboration ('All Eyes On Me'), won

SAMAs XXI

Male Artist of the Year, won

Ghana Music Awards

African Artiste of the Year, nominated

African Music Awards

Best Collaboration ('All Eyes On Me'), won

Best Male in Southern Africa, won Best Rap Act, nominated Best Video of the Year

('Congratulate'), nominated

MAMAs

Best Collaboration ('All Eyes On

Me'), won Nigerian Entertainment Awards

Best African Act (Non-Nigerian), nominated

MTV EMAs

Best African Act, nominated **MOBO** Awards

Best African Act, nominated

Rocka Headphones collaboration with 3RDWrldBoss to create his own range of headphones, earphones and Bluetooth speakers Head Honcho HH x AKA range Hunter's Dry

"WE ARE IN THE PRESENCE **GREATNESS FROM** TWO OF THE BEST TO EVER DO IT"





CASSPER NYOVEST (in) 2015

Total shows from 1 January to 31 October: 118

MUSIC RELEASED:

Refiloe (album)
'Ra Phanda Wena Wetsang' (DJ
Switch)
'Mama I Made It'
'Fuseg' (Riky Rick)
'Zulu Girl' (Major League DJz)
'Special Somebody' (DJ Speedsta)
'Jova' (Vetkuk vs Mahoota, Ab Crazy,
Flabba and T'bo Touch)
'How I Do' (Chad Da Don)
'Slyza Tsotsi' (Major League DJz)
'My City' (Toya Delazy)
'Dust to Dust'

INTERNATIONAL COLLABORATIONS: 'Cash Only' (DJ Xclusive, Banky W

'Cash Only' (DJ Xclusive, Banky W and Anatii)
'F*ck the Money' (Talib Kweli)
'Reminisce' (D'banj)
'Z'khupan' (Cal_Vin) (Botswana)
'Cookin in the Kitchen' (The Game)
'Tswe Twembu Tse Blind' (DJ Drama)
'Ghetto' (DJ Drama)
'Fever' (Stonebwoy)
'Single for the Night' featuring Wizkid
'Doc Shebeleza' (remix) featuring
Burna Boy and MJ
'428 to LA' featuring Casey Veggies

INTERNATIONAL SHOWS:

March – Malawi August – Zimbabwe September – Nigeria September – UK April – Zimbabwe July – Swaziland

AWARDS AND NOMINATIONS:

Metro FM Music Awards
Best Hip Hop Album, won
Best Male Album, won
Best Hit Single, won
Song of the Year, won
Best Music Video, nominated

Best Remix, nominated Listeners' Choice Award, won

SAMAs

Male Artist of the Year, nominated Newcomer of the Year, won Best Rap Album, nominated Album of the Year, nominated Best Collaboration, nominated ANN7 South African of the Year Trendsetting Celebrity of the

Year, won **BET Awards**

Viewers' Choice: Best International, nominated **African Music Awards** Best Male Southern Africa,

nominated Best Rap Act, nominated Song of the Year, nominated Artist of the Year, nominated

MAMAs

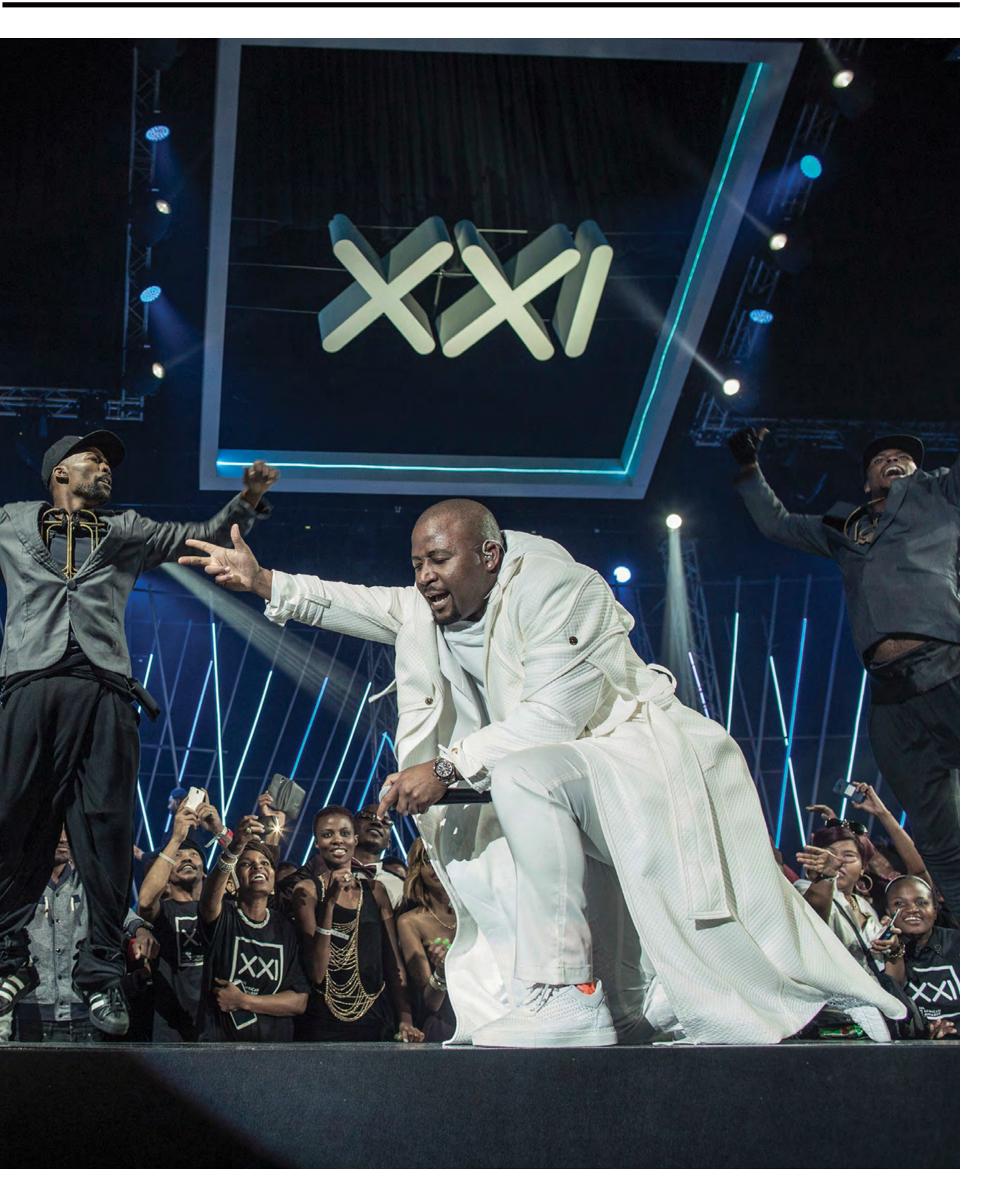
Best Hip Hop, won Best New Act Transformed by Absolut, nominated Song of the Year – 'Doc Shebeleza', nominated

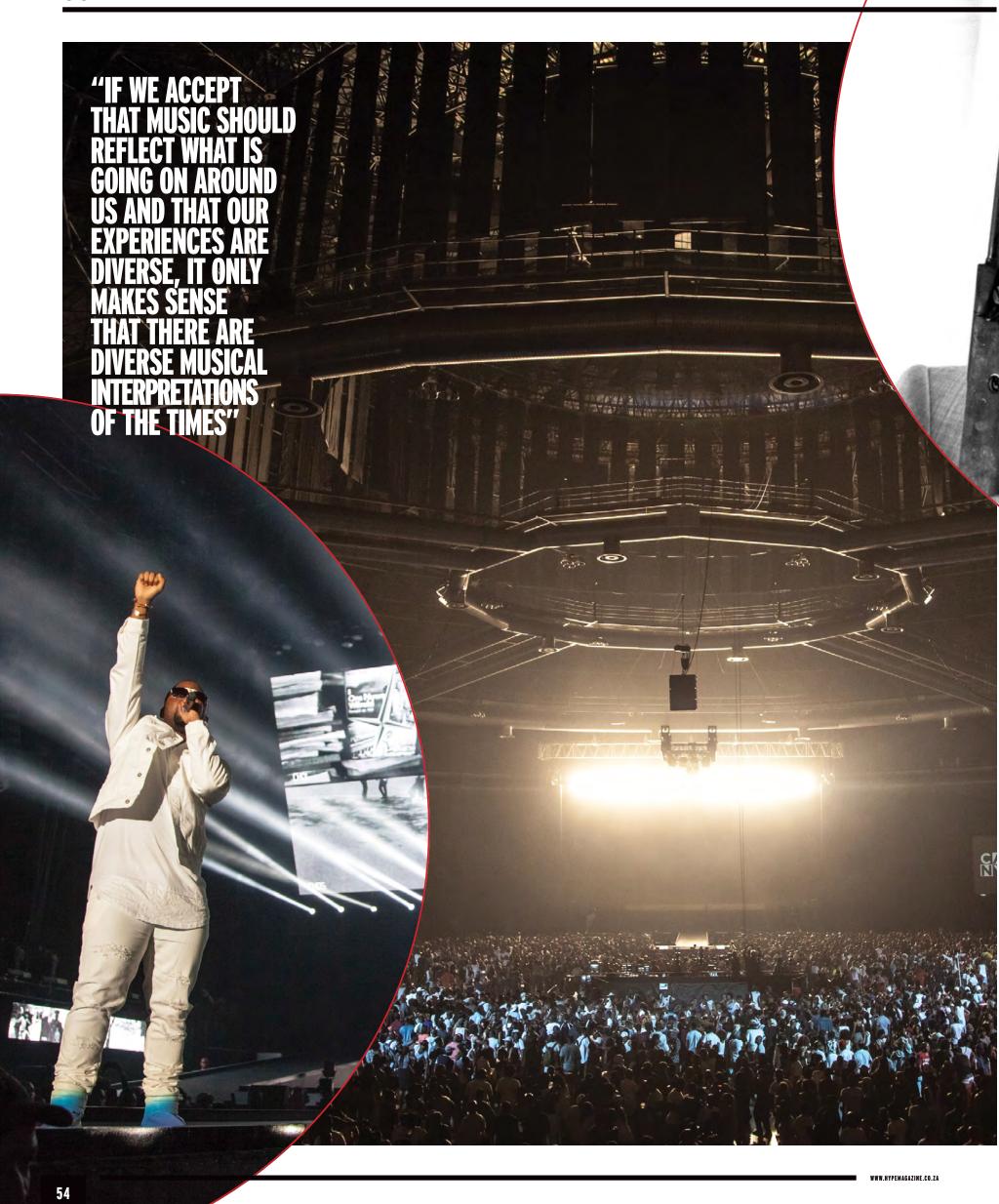
ENDORSEMENTS AND BUSINESS ENDEAVOURS:

KFC MTV AG Mobile Orgazma BP

Cassper Nyovest Merchandise









One could look at both the stat sheets, compare them and conclude a winner based on whichever criterion one chooses; that would be the obvious thing to do. They are already rivals, we might as well pick a side. Which in the context of epic battles, usually means the demise of the 'loser'. He becomes a footnote in history and his legacy is reduced to "that rapper who was killin' it once upon a time." Or, one could look at both stat sheets and choose to see them in a bigger-picture light: valuable contributions to not just local rap and hip hop culture, but South African and African music and arts.

This competitiveness is what makes them both so compelling; neither will give in. The sheer will to dominate over the other requires showmanship, mental and emotional strength, composure, strategy, skill, intuition, and a little bit of luck too. The musical squabbles bring out these qualities in a way that regular music put out with just the intention of performing well on commercial platforms never can. Nas was lukewarm for some time after Illmatic, but suddenly snapped into his best lyrical shape on 'Ether', for instance. It's great for the culture because up until the mid to late 2000s when vulnerabilities in rap music started to become more accepted, it was almost impossible to separate the direct competitive element from the craft of spitting bars. And we have all been privy to these monumental musical moments from Cassper and AKA in the past two years. "As much as it may look like we have a problem with each other, I won't sit here and tell you that this battle hasn't made me a better artist,"

we weren't battling, he released songs like 'Sim Dope'. I heard 'Composure' and I couldn't front like it wasn't good. I mean, I'm still the best; I beat him. But what this has done for the culture, no two artists have ever done before. Right now we are the only things that matter."

It doesn't make sense to only have one at a time. Back in the '90s it did, but that was only because the culture emerged from the streets. And in the streets, everything was about establishing a food chain. The system bred competitors because the conditions required it; it was survival of the fittest. It was about owning the block, having territories and establishing command where there was a definitive don in every block whether it was about crime, selling rocks, playing ball or any other street dream. Today, no one still rocks the oversized XXXL Pele Pele denim suit, because it's played out and has little practical use in 2015, so why do we hold on to the archaic belief that only one artist at a time can share their work at the highest level imaginable? Why is there a cap on the amount of good music that can be produced and released at the same time? Yes, some of that lies with the artists involved; there is little one can do as a fan when two people who happen to influence culture through music and are the best at it just simply hate each other. But many times, such as in this case, the consumer's and the culture's conditioning force these guys into a do-or-die position because of 'street cred' or 'respect'. Someone has to get murked and someone has to emerge the victor.

All that it essentially does is halt the development of the entire industry by a couple

of years. Before 2015, the idea of 20,000 people showing up solely to a local act, especially a hip hop one, was considered a fallacy in present day and a goal for the next five or so years. Now that it's a reality, the industry and culture at large have been catapulted forward by a few years. The accomplishment has changed the face of hip hop; an attribute that so many will benefit from in the right now and in the future. That's why anything beyond musical competition makes no sense. In the event that Cassper, for instance, is annihilated by AKA while in the process of changing the game, everyone loses out on that opportunity. We only get half of the development that would come from AKA, making the journey to African global excellence much longer and more arduous. And the loss only serves to add to the endless list of hip hop stereotypes and detractions that the world, where the Sam Smiths and the Taylor Swifts co-exist at the highest level, have of us.

One may appeal more to the Northerner (JHB) whose spectrum of reality is really gold slugs, champagne popping, lavish whips and Margiela kicks mixed in with some social consciousness and a snide sense of humour; while the other might more accurately represent rural ambitions, moral struggle and general progression mixed in with pantsula sensibilities and the kind of rawness associated with true hustler's ambition. One may have gone to a private school while one may have not even finished school. One may currently be the poster boy for "ain't sh*t" dudes as far as romantic affairs are concerned and the other may be the glaring public personification of monogamous romance. One might have his sights on being the biggest while one might have his sites on being the best. The reality in all this is that both of them simultaneously represent exactly who the progressive urban listener in South Africa in 2015 is. Sometimes you're a hybrid of both. And you may not actually have gold in your mouth or sport a long ponytail but the values they represent in being themselves are shared by so many and that's why beyond having the meanest bars or the best dance moves, they speak to you every time the beat drops. And that's why they have the power to divide the masses. But if we accept that music should reflect what is going on around us and that our experiences are diverse, it only makes sense that there are diverse musical interpretations of the times.

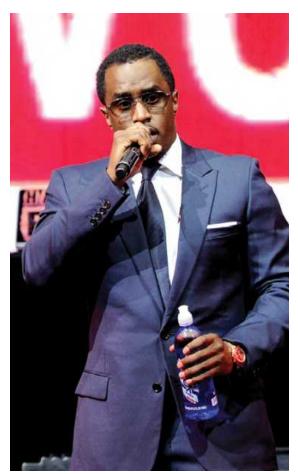
No one is saying rappers need to hold hands and walk off into the sunset together. Competition is inseparable from these bars. But depriving ourselves advancements helps no one. We are in the presence of an abundance of African greatness from two of the biggest figures to ever do it simultaneously; something that only happens once every couple of decades. And the fans and media need to recognise their part in this cycle.

With that said, congratulations to Cassper Nyovest, 2015 **HYPE** Magazine Man of the Year, for pushing the envelope and setting the new standard for African artistry and business smarts. You are the stuff that dreams are made of. You are African excellence. ®



2015 CASH KINGZ

Who earned the most money in the past financial year? Who copped the baddest whips? Who owns the phlyest jewels? Silence the debates. The numbers are in and according to *Forbes*, these are the past year's highest earners.





"Don't worry if I write rhymes, I write cheques" – 'Bad Boy For Life'

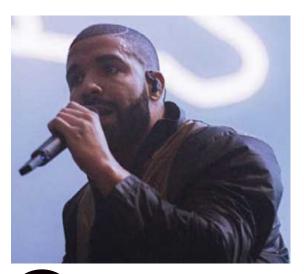
The Bad Boy CEO emerges at the No. 1 spot, kicking Dr. Dre off pole position from last year. How, you ask? Well, over 20 years strong in the game, Diddy's business acumen is second to none in the entertainment arena. With his TV network, Revolt, clothing line, Sean John, alkaline water brand, Aquahydrate, stake in Ciroc vodka, Bad Boy Records signees (French Montana and Machine Gun Kelly), and the consistent, handsome royalty cheques he still receives from a catalogue of artists that includes Notorious B.I.G, Ma\$e, Faith Evans, Janelle Monae, Jay Z (Diddy was executive producer of the American Gangster album) and more, it won't matter how many times he falls on stage during a BET performance, because he will still be a very well-paid man lying on the floor after your laughter has subsided. In response to his No. 1 position, Diddy told Forbes, "I'm glad you're finally learning how to count."





"Even if I fell, I'd land on a bunch of money" - 'Success'

Hov's most monumental move in the past few years has definitely been the establishment of his streaming service, Tidal. Although the impact and profit potential of the company is yet to be seen (Roc Nation announced in late September on the company's one year anniversary that the service had over one million users, but financial return on investment is still at a loss), Hova's other streams of income have him as unbothered as complacent politicians. Among those ventures are champagne brand, Armand de Brignac, entertainment and management company, Roc Nation, his combined tour with Beyoncé, and a surely sizeable percentage from J. Cole's platinum album, which might have tipped the scale just a little. Jay remains at the same No. 2 spot as in 2014.



O3 DRAKE — \$39.5 MILLION

"I get boxes of free Jordans like I play for North Carolina. How much I make off the deal? How the f*ck should I know?" – '10 Bands'

Drake's wins in the past year are not just limited to his victory over Meek Mill. It seems that every other day the OVO boss breaks some record or tops a chart. This year, Drake played 50 dates during Forbes' scoring period, with a nightly average gross of nearly \$1 million. When you add his Sprite and Nike-Jordan endorsements and sum them up with the platinum-selling If You're Reading This It's Too Late and countless number ones, high-selling singles and his new partnership will Apple Music, the 6 God ain't nothing to play with. Drake moves from the No. 4 position of last year to No. 3.



DR. DRE — \$33 MILLION

"I just bought California" – 'Talk About It' Last year, the Beats By Dre deal with Apple made Dr. Dre the highest annual earner of any musician ever, with \$620 million. Contrary to popular belief, Dre is not a billionaire (yet), due to the very high tax setback associated with his check from Apple. The Compton OG makes his earnings this year from production, *Apple* associations (Beats Radio, and the like) and the *Straight Outta Compton* movie and soundtrack.











KANYE WEST — \$22 MILLION

"You ain't getting money unless you got eight figures" – 'All Day'

When you consider that 'Ye hasn't released any new music of his own since 2013 (with the exception of the lacklustre 'All Day' single), and that his *Yeezus* tour is reported to have made a loss (plus North's Givenchy diapers can't come cheap), it is pretty impressive that the man cracked the top 10. But when you've been making classic music for a decade, you can afford to let the catalogue (and Big Sean) work for you while you take some time off to work on becoming president and designing your new clothing line with adidas.

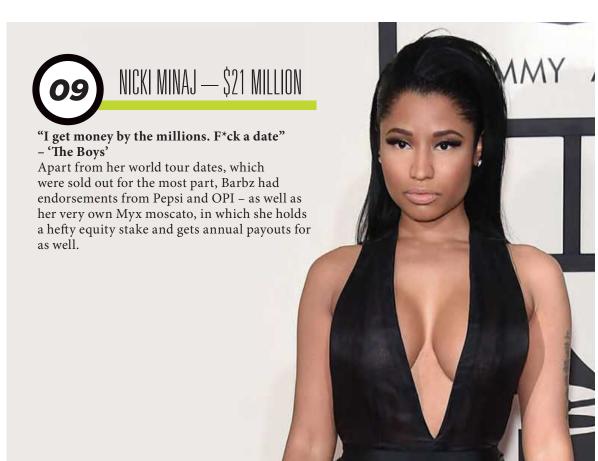


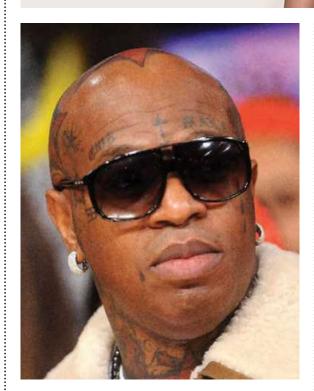


WIZ KHALIFA — \$21.5 MILLION

"So much money I should start a bank" - 'Work Hard Play Hard'

All of Wiz's teachers who told him that he would never make anything of himself if he constantly got high, must be really kicking themselves now. The Pittsburgh rapper's weed-themed merch (in the States where it is legal) has become a consistent source of revenue for him. Wiz told *Forbes*, "It wasn't conscious at first, but then I saw how far it was going and I was like, 'Why not?'." He also tracklisted the *Furious 7* movie and has been on tour non-stop for the past two years.







BIRDMAN — \$18 MILLION

"Ballin' out, we keep the cash on deck" - 'Money to Blow'

It's not a good look to be rumoured to owe all your artists money (Drake, Wayne, Nicki, and so forth), and be sued by other people for debt-related reasons, while making the *Forbes* top 10 earners. But hey, his tattoo artist doesn't care, so why should Birdman? Baby moves down from No. 7 last year.

- Pitbull \$17 million
- Lil Wayne \$15 million
- (13) Kendrick Lamar \$12 million
- J. Cole \$11 million
- (15) Snoop \$10 million
- **16)** Rick Ross \$9 million
- **77)** Tech N9ne \$8.5 million
- Ludacris \$8 million
- **19** T.I \$6 million
 - Macklemore & Ryan Lewis \$5.5 million ®

WEALTHIEST HIP HOP ARTISTS ALIV

Annual earnings is the battle, but winning the war is really what matters: net worth. Any rapper can make a killing one year and be completely washed and broke the following year. Net worth is what a person and their assets are worth holistically, and is a much more precise measure of a person's decisions, business smarts, work ethic and planning. This is only for the big boys. Here are hip hop's top five wealthiest personalities.

- I Diddy \$750 million
- 2 Dr. Dre \$700 million
- 3 Jay Z \$550 million
- 1 50 Cent \$155 million
- 5 Birdman \$150 million



INTERNATIONAL RELEASES

2015: GOLDEN YEAR OR NOT?

In hip hop terms, the '90s are considered to be the golden era of music. The year 1994 in particular was a historic one for the genre, producing multiple classics from various artists including Rakim, Nas, The Roots, Outkast, Public Enemy, Dre, Common, UGK, Method Man, Three 6 Mafia, and more. Fast forward to 2015 and the abundance of lyricism, pop culture impact, sonic diversity, and just good music that have come from hip hop beg one to ask: Is 2015 the best year for hip hop to date?

ALBUMS MARKED IN BLUE HAVE RECEIVED THE HYPE-O-METER STAMP OF APPROVAL AT SOME POINT THROUGHOUT THE YEAR, MEANING THEY SCORED 80% OR MORE. B collection, first consider the works that have been released in 2015. And in case you can't, here is a timeline of every international (USA) hip hop release of the year: the classics, the place fillers, and the garbage. You decide.





Full Speed - Kid Ink



If You're Reading This It's Too Late – Drake



Sour Soul – BADBADNOTGOOD and Ghostface Killah



Dark Sky Paradise – Big Sean Fan of a Fan: The Album – Chris Brown and Tyga APRIL



Cherry Bomb – Tyler, the Creator



Barter 6 - Young Thug



Love Story - Yelawolf



Fly International Luxurious Art
- Raekwon











JANUAKY

Sremm Life – Rae Sremmurd



B4.Da.\$\$ - Joey Bada\$\$ Tetsuo & Youth - Lupe Fiasco (16) (16)

To Pimp a Butterfly – Kendrick Lamar



I Don't Like Sh*t, I Don't Go Outside – Earl Sweatshirt Mr. Wonderful – Action Bronson



The Powers That B – Death Grips Ludaversal – Ludacris The Album About Nothing – Wale WAY

Special Effects – Tech N9ne

12

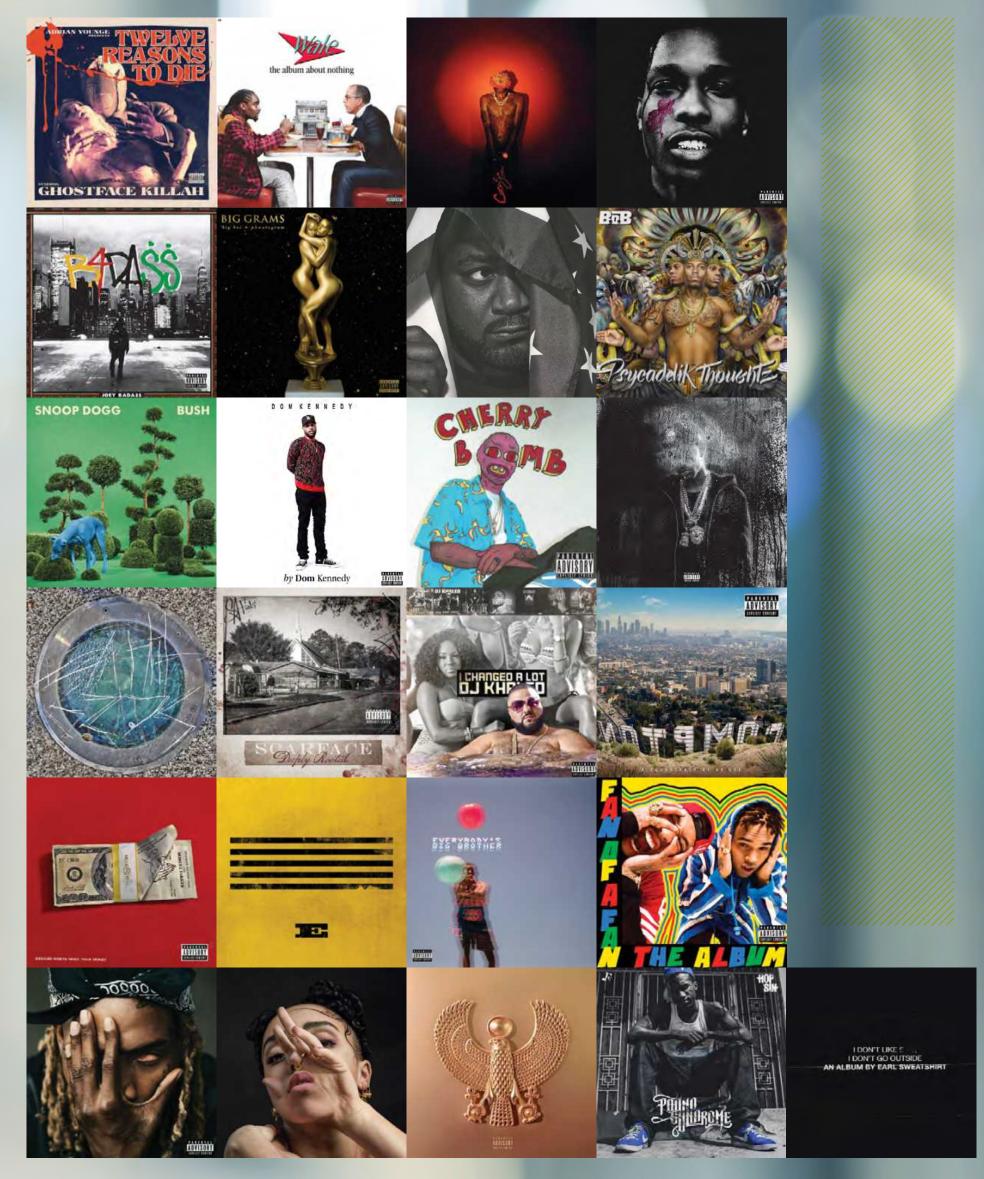
Bush - Snoop Dogg



At. Long. Last. A\$AP – A\$AP Rocky



Surf – Donnie Trumpet and The Social Experiment





INTERNATIONAL RELEASES



Free Weezy Album - Lil Wayne



Twelve Reasons to Die
- Ghostface Killah



Man Plans God Laughs
- Public Enemy



DS2 – Future



Pound Syndrome - Hopsin



Yung Rich Nation – Migos





Deeply Rooted – Scarface Rodeo – Travi\$ Scott



90059 – Jay Rock *Da'Nic* – TIP



GO:OD AM - Mac Miller



What a Time to Be Alive

– Drake and Future



Big Grams – Big Grams (Big Boi and Phantogram) Fetty Wap – Fetty Wap



Live & Grow – Casey Veggies













By Dom Kennedy – Dom Kennedy



The Gold Album – Tyga Money God War – King Los



Major without a Deal – Troy Ave



Dreams Worth More Than Money – Meek Mill



Summertime '06 – Vince Staples



E – BIGBANG



Compton: A Soundtrack by Dr. Dre – Dr. Dre



M3LL155X – FKA twigs



Psycadelik Thoughtz – B.o.B F*ck the Money – Talib Kweli



The Meth Lab – Method Man





Everybody's Big Brother
- Chuck Inglish



The Documentary 2
- The Game



The Documentary 2.5

- The Game

All Love Lost – Joe Budden

All We Need – Raury



I Changed A Lot – DJ Khaled

IF YQURE
READING
THIS ITS
TOO LATE



































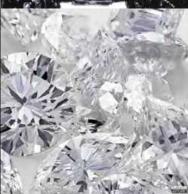














CREME DE LA CREME

Young, fresh, hardworking, and fine as hell, these are the top five HYPE Honeys of 2015 voted by you on www.hypemagazine.co.za.



MINNIE DLAMINI

The only thing more unbelievable than what this 25-year-old has been able to achieve in her relatively short life is how she keeps getting hotter. So much so that Rick Ross felt it necessary to grab her picture from Instagram and post it on his Instagram page for the MasterMind album promo run. Khune's loss is another lucky bastard's gain.



Boity Thulo

Four words: Damn you, Cassper Nyovest.



Nomzamo Mbatha

In 2015, Nomzamo Mbatha starred in two local cinema releases, The Jakes Are Missing and Tell Me Sweet Something, as well as the drama series, Isibaya. She also became the first face of world-renowned beauty brand, Neutrogena, and hosted World of Music for Trace Sports. But all of these accomplishments were secondary to her real job: looking and carrying herself like she is heaven-sent 24 hours a day, seven days a week.



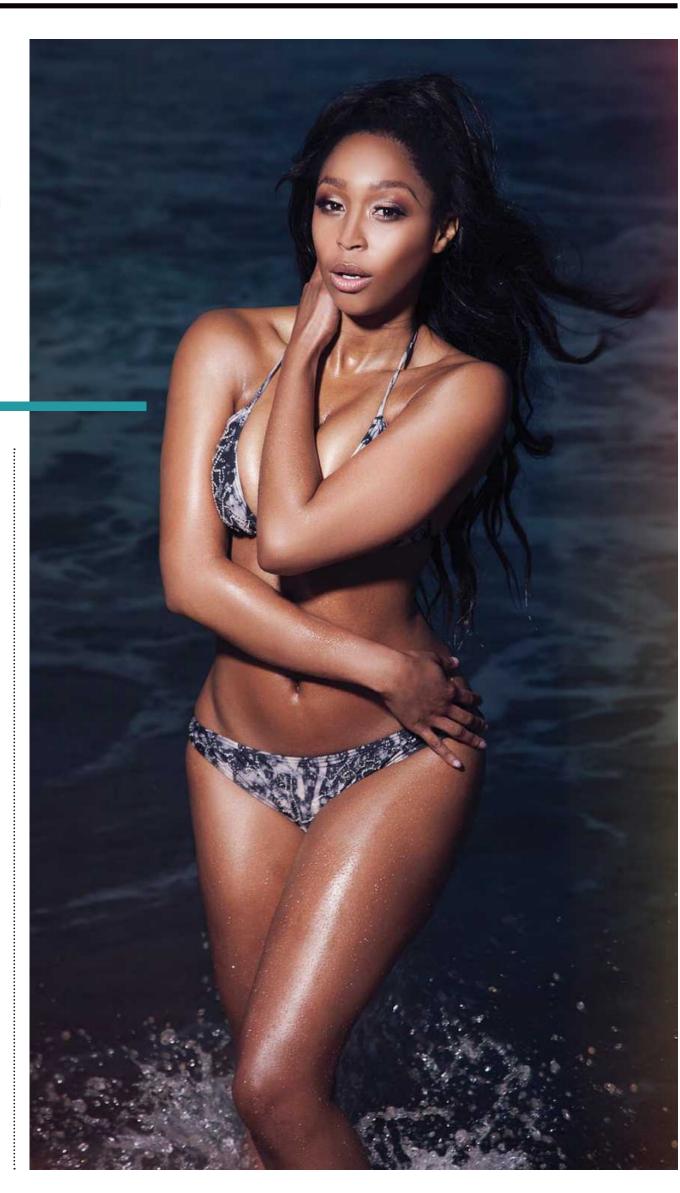
(04) Loot Love

Arguably the most uniquely stylish of the 'it' girls in entertainment, one imagines Loot to be the down-to-earth, strongspirited gangsta chick in Timbaland boots and grills who holds you down – the one every second trap rapper talks about. Except way classier, way more talented, and with her own things like a boss chick. Loot got the juice.



Sammy Sosa

Ms Sosa is a breath of fresh air for the industry - visually and otherwise. Metro FM radio host, The Hustle presenter, photographer, and Vuzu host, Sammy does this all while being a mother to a toddler at just 25. m



BAE WATCH

And because we share Da L.e.s's sentiments on 'Dice' that there are too many beautiful women in the world to just pick one, here are a few bad ones from the forever-giving interweb who are under the HYPE Honey Bae Watch lens. Keep a close eye, you might just see them in an issue in 2016.



@bumbblebubu



@khaixyll_2



@mbali_bae



@cherrified



@lady_kaygee



@misskhomotso_m



 $@mbalenhle_ntuly\\$



@Londie_london



 $@sego_dagreat\\$



 $@kendy_gabriella$



 $@matha_k$



@tianna_nash









Where did you grow up?

I grew up in Mandalay in Cape Town. I'm based in Johannesburg now 'cause of school but still very much a hometown girl.

Happy to have you here. What do you like to get up to when you're not accidentally thirst-trapping?

[Laughs] Well, I enjoy playing hockey and really doing any outdoor activity that could cause me to have bruises and scars. Is that weird? I love creating art; I draw and also write poetry. Uhm, does napping count as a hobby?

"I LIKE CHILLING IN MY UNDERWEAR EATING ICE CREAM"

Absolutely! It's probably among the best of hobbies for most. So the fortress that is your body, you're definitely a gym rat ...

Thank you! I take a lot of pride in staying healthy and looking good. I like to think I have good genes, but gym definitely helps to give me definition and accentuate my body.

Cannot argue with that. What would you say is the best characteristic about yourself?

I have an easy-going and carefree personality. I don't pay much attention to other people. It's what keeps me focused. I'm young and have a

lot to look forward to in life, in general.

Being such an attractive woman, we're sure there are also some very creepy or scary things that guys have done to get your attention ...

I would say, but he might read this. My lips are

Fine. What's the nicest thing a guy has ever done to get your attention?

I was sick with the flu once, and 'he' dropped off my favourite thing in the

sealed [laughs].

world: butternut soup from Woolies. I was so flattered because of how thoughtful that gesture was.

Lucky man, this 'he' guy. What do you find most attractive in a man?

Physically his legs and stance; I think posture is important and very sexy. The non-physical trait that I find most attractive in a man is someone who will endure the cold weather while watching me play hockey [laughs].

What do you find least attractive in a man? Bad breath and body odour. Oh and men who are pompous are an instant turn-off!

Fair. What's currently blasting in your headphones when you hit the gym? Tink's Winter's Diary 2 mixtape is really good. She's a dope rapper.

Do you have any tattoos or piercings? Besides the normal ear piercings, I have a belly ring and three tattoos.



Wild. What is your guilty pleasure? Something you like to do when no one is watching.

I can't believe you're asking me this. Is this even allowed? [Laughs] I like chilling in my underwear eating ice cream and Speckled Eggs, and drinking milk straight from the carton or bottle. My secret is out.

That's my favourite pastime too! So, a little game, if you will indulge us. It's called 'Kill. Bang. Marry' and these are your options: Riky, AKA and Cassper Nyovest.
Hmmm. I think I would have to kill AKA, bang Cassper and marry Riky.

What does it mean to you to be a young African woman?

INSTAGRAM: @SIMHLE TWITTER: @BELINDA_BELLS





2015 [w]RAP-UP... IN EMOJIS

The use of emojis in text messages and social media has pretty much become its own form of communication. Love 'em or hate 'em, you can't get away from them.

F YOU CAN'T BEAT THEM JOIN THEM, right? Right. Here is a review of some of 2015's most important, entertaining and frivolous moments, rated using beloved emojis.



Super unlocked



Sensational



Hilarious



Hot garbage



Indifferent



Disappointing



Rick Ross weight loss: Okay sure, the guy had two seizures in a year and was ravaging buckets of lemon-pepper wings by the day, so he was pretty unhealthy. But he's the "biggest boss". And now that he's pretty much half his size, the term just doesn't carry the same weight anymore.



• SUGE KNIGHT FINALLY BEING TRIED FOR MULTIPLE CRIMES AFTER YEARS OF GETTING AWAY WITH MURDER LITERALLY.



Drake's 'Hotline Bling' dance: Still unsure about whether he was doing those moves as intentional irony or really giving it a sincere try. All we know is that it was uncomfortable to watch.



HIP HOP WAS THE MOST STREAMED GENRE IN THE WORLD IN 2015.



Substance came back in style: To Pimp a Butterfly was the highest critically

acclaimed album and J. Cole was one of the bestselling artists.



J. COLE WAS THE FIRST HIP HOP ARTIST TO GO PLATINUM IN 25 YEARS WITH NO FEATURES.



Meek Mill's diss track: In Wale's words, "he brought a pencil to a gun fight." Secondly, he took it off the internet completely (probably out of embarrassment), and thirdly, he was threatened with legal action by the WWE for unlawfully using parts of The Undertaker's theme song. How many Ls can one endure from one move?



Birdman vs Lil Wayne: For a father and son combination that was once on kissing (with tongue) terms, no one saw this coming. #FreeWeezy



Corporate exploitation: In 2015 there were cases where artists accused companies of using direct phrases from rap songs, terms coined by hip hop or their blatant likeness and association, without compensating them. Cassper addressed this with respect to a particular restaurant TV advert and learned from it by later copyrighting #FillUpTheDome.



Corporate support: On the flip side, a few entities have used the influence of hip hop culture in the right way to help sell their products. These include Major League's deal with KFC, where Cassper starred in the advert and the twin duo were compensated handsomely for the use of their song and catchphrase 'Slyza Tsotsi'.



sign language interpreter at a Drake concert: If it wasn't enough that Drake bodied Meek, he added insult to injury when he enlisted a sign language interpreter to sign the lyrics of 'Charged Up' while he performed it during a concert. There are many reasons why this is insane, and that's what makes it so incredibly genius.



"Listen to the kids, bro!": Another classic phrase from Kanye to use on people when your own words don't suffice.



Kanye announced presidential run: The prospect of America having the best mixed and mastered sonically put-together national anthem with cuts from Pusha T and Hov ad-libs in 2020?



The return of The Fresh Prince of Bel-Air: Will Smith is reportedly producing a 21st century remake of the classic sitcom. Some things should be left in the past. No thanks, Will.



FUTURE CRAZE: VASTLY EXAGGERATED. VASTLY.



50 filed for bankruptcy: 50 is the number one trash talker in hip hop and it's entertaining as hell. If anything, this has encouraged him to become even more of a beast in that department, and who can resist those ridiculously gaudy Instagram posts of him eating sandwiches filled with \$100 bills?



Gucci Mane's XXL advice column: Probably the worst person you can ask for advice about anything except maybe what not to do if you want stay out of prison.



Tyga and Kylie Jenner: Since Jenner is legal it's okay to say she's hot, no one can front. But Tyga's actions remain as creepy as the 'Stimulated' lyrics.



ONE-EYED FETTY WAP JOKES: HILARIOUS.



Lil Mama released 'Sausage' single: If you value your hearing, stay away from



Diddy slapped Drake over stealing 'Zero to a Hundred' beat: A little less Diddy, a lot more old skool Puffy.







AKA vs iFani: While in London, AKA trolled iFani about being in East London. This was easily one of the funniest exchanges of 2015 Twitter.



Damon Dash Breakfast Club interview: What a time to be alive.

Ludacris's Ludaversal album: An underwhelming comeback for a man who used to be a beast.







YG was shot three times: This is the most played-out hip hop cliché of all time! Things like this are not welcome in 2015.



T'bo Touch's turban moment at the MAMAs 2015: Big miss, Touch. Big



Artists embracing their roles as fathers: 2015 has shown us that AKA, Riky Rick, Reason, Ma-E, Kwesta, Da L.e.s, Slikour, L-Tido, iFani, Blaklez, Khuli Chana, JR and many other hip hop folk are capable of more responsibility than just nursing a mic. It is a refreshing positive precedent for hip hop and makes us regular peeps feel better about our feeble lives, knowing that rappers have to deal with changing diapers.

BONGANI FASSIE DISS TRACK TO VARIOUS RAPPERS IN THE INDUSTRY.

The resurgence of hip hop super cliques: Cashtime Life, Wolf Pack, Dreamteam, AvGang, Boyznbucks, the North movement and Family Tree have got us all feeling like it's 1999 and having a crew is back in style.



AKA shoved and kicked a fan off stage at Durban July Boomtown. The clip was very hard to watch. Not one of the Supermega's greatest moments.





collaborations became a staple. Gold certification dropped from 20k to 15k: In September the Recording Industry of South Africa announced

that 15k-sold albums will now qualify for gold certification and platinum certification will be given at 30k instead of the previous 40k. Quite unambitious, especially when considering how local talent is more determined than ever before to put in the work and move records. Raise the standard and challenge folks to do better. Lower the standard and well, eventually the industry will be awarding average efforts.



Crafty selling strategies: It's no secret that SA has a recent history of relatively dismal record sales. Like Jay Z's controversial deal with Samsung that packaged 500,000 units of Magna Carta Holy Grail with the purchase of a new app and granted him automatic gold status, a few local rappers adapted to the rough climate and were able to find creative mechanisms to push their sales up. Cassper and AKA both re-released their 2014 albums with extra features, while iFani struck a deal with Redd's in conjunction with the #1stDayGold campaign. Riky frequently coupled the cost of a copy of Family Values with the entrance fee at gigs, while Cassper pulled off the craftiest of moves by selling out the Dome and simultaneously selling 20k copies of *Refiloe* by the first day of release. As the saying goes: adapt or die. Big-up to the evolution.



AKA slaps Cassper: As entertaining a headline as this was for an entire day after the incident (no one was seriously injured), HYPE technically cannot condone violence.



Diss tracks are back: Violence is wack because it takes situations beyond the booth and allows space for ish to go down. But pure, brutal, uncensored lyrical exchanges? Epic. 'Dust 2 Dust', 'Composure', 'Beef' and the jabs in between have been great to hear and definitely motivated the artists involved (and others) to step their game up when they step to the booth.



Female presence in hip hop: Between Moozlie, Gigi LaMayne, Nadia Nakai, Fifi Cooper, Rouge, Clara-T, PushPush, Patty Monroe and a few others who put their stamp on the game this year, the female perspective has never been as ample is it is now.



Ten-year anniversaries: The average rap career lasts less than three years. So to have a handful of the most respected MCs reach the decade mark this year deserves a tip of the hat. Salute ProVerb, HHP, Tuks, ProKid, K.O, Ill Skillz and Khuli Chana.



RIP: Legend Flabba lost his life in January and respected DJ C-live lost his son in a fire that he was also injured in, in late July. Long live the people.



Skwatta Kamp reunion: The loss of Flabba caused the boys-turned-men to come together in unison at Flabba's memorial, which was held at Baseline; a sight no one had seen in years. Skwatta

also performed together at Back to the City later in the year.



The rise of Durban city: KZN has definitely been the MVP in 2015, producing immeasurable hits and new talent at exponential levels. Don't hate.



Hip hop owning platforms: No funders or dorky suits dictating every move and trying to appropriate the culture, in 2015 we've witnessed the growth of hip hop platforms by hip hop people. Salute to Slikouronlife, Major League Holdings, Urban Entertainment and more entities calling their own shots.



Politics and rap: Somewhere along the line it became the norm for dignitaries, ministers and politicians to align themselves with pop culture. In September, Julius Malema did an interview for Slikouronlife and revealed he was a fan of the culture. Riky Rick once joked about having him on speed dial and proved it to be true when the EFF leader casually showed up at the Family Values dinner party. Minister of Sports Fikile Mbalula aka Mbaweezy was seen posing in hip hop gear multiple times and offered his opinion on many hip hop matters throughout the year, including #FillUpTheDome, which he also attended. The jury is still out on whether this is alright or not; one never knows with politicians.



International concert bashing: Rick Ross, Pharrell, Jill Scott, Schoolboy Q and Ace Hood were just some of the artists who were met with some negativity upon the announcement of their shows in SA. Granted some international acts are B-grade artists who should not be booked for anything other than throwback Thursday shows, but the belief that we need to ban international acts for local ones to succeed is an uninformed one. Though it should be a priority to empower local talent, as members of the global community, the fans and industry only stand to lose by not learning and sharing knowledge and experiences. Especially if local artists hope to go abroad and be accepted by foreign fans.



P.O.C 25-year anniversary: The SA hip hop pioneers celebrated a quarter century legacy. Toast.



Youngsta moved out of CPT: With his city as an appendage to his name, no one ever guessed that this day would come.



Albums being pushed back: As often as this happens in hip hop, one never gets used to it. This year pushed-back projects included the works of Ma-E, Kid X, Smashis, Frank Ocean and Lil Wayne.

HIP HOP-INSPIRED DIGITAL ART.



Fedoras: Nothing against looking clean but this one has been done to death. To all the pretentiously deep, supposed GQ-esque classic men: it's over. Retire the fedora already.

WWW.HYPEMAGAZINE.CO.ZA





© GIGI LAMAYNE #IRONLADY FREESTYLES.

Tweezy vs E-Jay: In October, CPT MC
E-Jay accused the former close friend
and producer of stealing a concept and
instrumental and giving it to rap duo
B3nchmark. In the Twitter exchange
E-Jay called Tweezy a "broke b*tch"
and a "fake", among other things. A

potentially dynamic partnership ruined.

Scrambles 4 Money 2015: Simply the
BEST THING since the Carlton Banks
dance and Kangol hats. Bless the battle
league for keeping this aspect of the
culture alive in SA.

Unanimously the most entertaining and lively host to steer the ceremony, Jabba put hip hop on a general music platform with finesse and swag.

KRONIKLEZ OF HIP HOP.

Cass vs Shane Eagle battle: If you watched *The Hustle*, you know what's good. Classic.

Discovering your favourite rapper is an a*shole: AKA has been villainous since forever. But nice guys Khuli Chana, ProVerb and Tumi shocked viewers as judges on *The Hustle* when criticisms got so cold it made you want to comfort the targeted contestant with a hug. If you look at it like it was for the benefit of the contestants' growth, it's an easier pill to swallow. But for most, it only made you reconsider asking for that selfie next time you spot one of them in public.

Clothing: In 2015 hip hop branched out into clothing in a big way. Riky developed a relationship with Puma and created his Boss Zonke line, Cassper released quality branded gear, AKA and Cashtime both had sold-out collaborations with Head Honcho, and Zakwe opened a boutique in Durban, among other rappers and DJs who did their thing.

Talent development: Between hip hop conventions, Jack Scouts, Sprite Uncontainable, *The Hustle*, Durex SA's Next Great MC, Coke Studios, and a few other initiatives, opportunities for up-and-comers were at an all-time high in 2015. The motives of backed 'developmental ventures' can be questionable at times, but they are still an opportunity to make it work for yourself if you're trying to come up. Cassper was once a contestant (and winner) on *Jika Majika*, so don't sleep on chances.

Signings: K.O signed Nomuzi, Khuli Chana signed Gigi LaMayne, Native Rhythms signed Driemanskap, and JR signed Shane Eagle.

AvGang dropped 'NEWS': If you have a bone to pick, put it in a song and let social media shake. The DBN group's street anthem was definitely a highlight of the year.

Visor caps: Not to knock anyone's swag, but those things should be restricted to golf courses and grandparents.

Reazus Christ: The artwork for Reason's single was controversial, but not without meaning and pure intention upon hearing the song. As the saying goes: Well-behaved people seldom make history.

Tours: New York City, Texas, Dodoma, Kinshasa, Paris, Abu Dhabi, Gaborone, London, Harare and Nairobi are just some of the world's cities that the SA music flag has been flown in this year courtesy of a handful of local hip hop musicians.

AKA FREESTYLE ON TIM WESTWOOD.

LINKEDIN EMAIL SPAM.

AUTOMATIC YOUTUBE ADS WHEN TRYING TO WATCH A VIDEO.

K.O WON SONG OF THE YEAR AT THE SAMAS XXI.

MOBB DEEP AND ONYX PERFORMED IN SA.

Mos Def in SA: It seems Yasiin Bey is still infatuated with Mzansi, as he has been spotted by numerous people in JHB and CPT in the last quarter of the year. We ain't complaining, just give the people some shows though.

DJ Speedsta took over Siz n Scoop's slot:

It's impossible to try to recreate The

Full Clip, but it's even worse that until
almost mid-year YFM had no hip hop
show for about a year. DJ Speedsta
occupied the slot this year. Rumble
young man, rumble.

ZAKWE'S 'LET MY FANS DOWN'.

NEW MO MOLEMI MUSIC.

NEW PROKID MUSIC.

Khuli copped an Aston Martin.

THIRST-TRAP INSTAGRAM POSTS WITH FAKE DEEP CAPTIONS.

Netflix and chill.

GAME OF THRONES.

Eskom inconsistency: How else are we supposed to binge-watch *Game of Thrones*?

KWESTA'S OCTOBER ALBUM PREVIEW PERFORMANCE WITH A CLASSICAL BAND.

The word 'bae': It was cool in the beginning. Never gangsta but bearable. Unfortunately the abuse of the term in 2015 in all its variations (baecation, bae-able, and the like) is now unacceptable.

Travis Scott doppelgangers: If you're reading this and in 2015 you had one of those La Flame hairstyles (you know which one) and in pictures you posed like you're a vampire trying to avert your gaze from the sun's rays, you are part of what is wrong with the world.

#FILLUPTHEDOME











CLASS OF 2015

This year gave us more than a handful of new artists. Whether they were brand new, as in the case of WTF and the Skhanda Queen, or previously part of a collective and have now cemented themselves as soloists with a mainstream debut offering, like Fifi Cooper and Stilo Magolide, there has never been such an abundant reserve of diverse hip hop and street artists succeeding all at the same time. With that said, this is HYPE's top picks of cats who made their mark in 2015 (in no particular order).

FIFI COOPER

Ms Fifi has actually been in the game for years, with writing credits on albums like *Lost In Time* and other major musical accolades. Having been a fixture in her hometown, Maftown, for a while, this year she made the move to the City of Gold and the world heard her voice.

GIGI LAMAYNE

Similarly, the Iron Lady has been on her grind for over four years, even winning the Best

Female category at the South African Hip Hop Awards in 2013. But the Khuli Chana signing made 2015 her coming of age. Gigi built her momentum song by song, freestyle by freestyle, video by video, and announced her arrival as a rap force.

WTF
Aewon Wolf
Rouge
Patty Monroe
Breeze
Chad Da Don
Moozlie
Stilo Magolide
Yanga
E-Jay
A-Reece

WHO GOT NEXT?

Whether they have been around for some time and their stars haven't quite aligned yet, or they made their first real go at this music thing in 2015, there are a few names who have started to put themselves out there who we are excited to hear more from. Here is our pick for who's got next.

NASTY C

It's a new year, which means it's pretty much anyone's game if you are hungry enough and have a little luck on your side. But having some momentum from the previous year always helps, too. At just 18 years old, with one mixtape out and a string of 2015 features, this Durban-based rapper already has the respect of his peers (and his heroes) and bagged an MTV cypher and an AmaKipKip endorsement. His frightening lyrical abilities, which are way beyond his years, as well as his ability as a beatmaker and producer, and knack for catchy melodies, make Nasty C a deadly triple threat. Already having been in recording sessions with AKA, Da L.e.s, Tumi Molekane, Aewon Wolf, and having got daps from the likes of Maggz, Kid X, Slikour, Cassper Nyovest and more, the doors are wide open for this young emcee to impress. Here's to 2016!

BigStar Johnson Buks Cass **Shane Eagle** Clara T Sipho the Gift Inseezy **Emtee Adrianto** 2leeStark 2ManCut **Lolo Vandal Fame Junior** Shabzi Madallion **Eric Rush** Gemini Major Daddy Chaz LeHippie Shabzi Medallion









Power to the university class of 2015 for acting on your convictions instead of limiting the cause to hashtags, mouth service and trending topics. You are the stuff that history is made of. #NoMouthService

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